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Graphic Design Rubric

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	1 UNSATISFACTORY	2 BELOW EXPECTATIONS	3 MEETS EXPECTATIONS	4 ABOVE EXPECTATIONS	5 EXCEEDS EXPECTATIONS
ARE THE PROJECT REQUIREMENTS MET?					
CONCEPT <ul style="list-style-type: none"> • The concept is clearly & effectively communicated • Layered thought process that displays a degree of difficulty • Unique and creative 					
PROCESS <ul style="list-style-type: none"> • All stages of the process have been executed. (Moodboards, Thumbnails, Sketches, etc.) • Each stage of the project has been refined based on critiques and feedback • An appropriate typeface (and/or image) was used to illustrate the concept • Design process has been thoroughly explored with multiple versions at each stage – compositions, colors (if applicable), sizes, etc. 					
EXECUTION <ul style="list-style-type: none"> • Technical execution is strong and requires little to no revision. • Design principles are applied and understood • Is the project aesthetically pleasing, engaging and eye catching? • Final assets meet project submission requirements (resolution, size, file naming, etc.) • All stages were completed within the project deadlines 					

ADDITIONAL COMMENTS:

STUDENT NAME:

TOTAL PTS:

CLASS:

PROJECT:

DATE:

REVIEWER NAME: