

# print rubrics

## LAYOUT

This portion of the mark is an evaluation of the quality of the arrangement of elements, including the use of scale, alignment, white space, to achieve emphasis, unity.

- 5 Layout has proper emphasis, unity, and originality
- 4 Layout has minor flaws, shows effort and craftsmanship
- 3 Layout shows some effort, but lacks precision or has not achieved proper emphasis and/or unity
- 2 Layout is of poor quality
- 1 Assignment not submitted or of very poor quality

## GRAPHICS/IMAGE USE

This portion of the mark pertains to the quality of images, image creation and image editing.

- 5 Graphics created show excellent craftsmanship and originality
- 4 Graphics have minor flaws, shows effort and craftsmanship, some originality
- 3 Graphics created show some effort and craftsmanship, but may be inappropriate/repetitive
- 2 Graphics are of poor quality, editing is not precise
- 1 Assignment not submitted or of very poor quality

## TYPOGRAPHY

This portion of the mark is an evaluation of the quality of type created as part of the project. This mark includes qualities such as font selection, text alignment, line spacing, legibility.

- 5 Type shows effort, excellent font choice, excellent legibility, and craftsmanship.
- 4 Type has minor flaws
- 3 Type created shows some effort and craftsmanship
- 2 Type is of poor quality, has multiple errors
- 1 Assignment not submitted or of very poor quality

## DESIGN PROBLEM SOLUTION

This portion of the mark represents how well the student's solution solves a design problem posed in the assignment, and fulfills specific assigned requirements.

- 5 Solution offered presents a well thought out solution
- 4 Solution offered has minor problems
- 3 Solution offered is flawed but shows some thought and effort
- 2 Solution offered has major flaws in conception
- 1 Assignment not submitted or of very poor quality

## COLOUR AND CONTRAST

This portion of the mark represents how well colour and contrast have been considered and implemented.

- 5 Colours create a deliberate effect congruent with the design. Excellent contrast, graphic elements easy to discern.
- 4 Colour use has minor flaws, but shows some thought and consideration. Contrast poor in some areas.
- 3 Colour use has major flaws, but shows some thought and consideration. Contrast is poor.
- 2 Inappropriate use of colour. Poor contrast makes elements difficult or impossible to discern.
- 1 Assignment not submitted or of very poor quality

# 3d + packaging rubrics

## ASSEMBLY + CONSIDERATION OF 3D SURFACES

An evaluation of the consideration of the placement and size of graphic elements on a 3D surface and/or in a 3D environment.

Accuracy of assembly and placement is also part of this evaluation.

- 5 Positioning of graphic elements well considered and appropriate. Assembly clean and precise, cutting is accurate, folds are clean, gluing and taping is accurate and does not exceed what is necessary.
- 4 Positioning of graphic elements have minor flaws or omissions. Assembly has some minor flaws.
- 3 Location of graphical elements illogical, important elements are incorrect or absent OR cutting, folding, gluing ragged, inaccurate, messy.
- 2 Location of graphical elements illogical, important elements are incorrect or absent AND cutting, folding, gluing ragged, inaccurate, messy.
- 1 Assignment not submitted or of very poor quality

## GRAPHICS/IMAGE USE

This portion of the pertains quality of images, image creation and image editing.

- 5 Graphics created show excellent craftsmanship and originality
- 4 Graphic have minor flaws shows effort and craftsman ship, some originality
- 3 Graphics created show some effort and craftsmanship, but may be inappropriate/repetitive
- 2 Graphics are of poor quality, editing is not precise
- 1 Assignment not submitted or of very poor quality

## TYPOGRAPHY

This portion of the mark is an evaluation of the quality of type created as part of the project. This mark includes qualities such as font selection, text alignment, line spacing, legibility.

- 5 Type shows effort, excellent font choice, excellent legibility, and craftsmanship.
- 4 Type has minor flaws
- 3 Type created shows some effort and craftsmanship
- 2 Type is of poor quality, has multiple errors
- 1 Assignment not submitted or of very poor quality

## DESIGN PROBLEM SOLUTION

This portion of the mark represents how well the students solution solves a design problem posed in the assignment, and fulfils specific assigned requirements

- 5 Solution offered presents a well thought out solution
- 4 Solution offered has minor problems
- 3 Solution offered is flawed but shows some thought and effort
- 2 Solution offered has major flaws in conception
- 1 Assignment not submitted or of very poor quality

## COLOUR AND CONTRAST

This portion of the mark represents how well colour and contrast have been considered and implemented.

- 5 Colours create a deliberate effect congruent with the design . Excellent contrast, graphic elements easy to discern.
- 4 Colour use has minor flaws, but shows some thought and consideration. Contrast poor in some areas.
- 3 Colour use has major flaws, but shows some thought and consideration. Contrast is poor.
- 2 Inappropriate use of colour. Poor contrast makes elements difficult or impossible to discern.
- 1 Assignment not submitted or of very poor quality

# dynamic media rubrics

## ANIMATION

This portion of the mark is an evaluation of the movement of elements, including staging, timing, and appeal

- 5 Animation has clear narrative, excellent use of motion and timing, has good appeal and shows originality
- 4 Animation has minor flaws, shows effort and craftsmanship, and logical narrative
- 3 Animation shows some effort, but has major problems with narrative, speed and timing
- 2 Animation is of poor quality
- 1 Assignment not submitted or of very poor quality

## GRAPHICS/IMAGE USE

This portion of the mark pertains to the quality of images, image creation and image editing.

- 5 Graphics created show excellent craftsmanship and originality
- 4 Graphics have minor flaws, shows effort and craftsmanship, some originality
- 3 Graphics created show some effort and craftsmanship, but may be inappropriate/repetitive
- 2 Graphics are of poor quality, editing is not precise
- 1 Assignment not submitted or of very poor quality

## TYPOGRAPHY

This portion of the mark is an evaluation of the quality of type created as part of the project. This mark includes qualities such as font selection, text alignment, line spacing, legibility.

- 5 Type shows effort, excellent font choice, excellent legibility, and craftsmanship.
- 4 Type has minor flaws
- 3 Type created shows some effort and craftsmanship
- 2 Type is of poor quality, has multiple errors
- 1 Assignment not submitted or of very poor quality

## DESIGN PROBLEM SOLUTION

This portion of the mark represents how well the student's solution solves a design problem posed in the assignment, and fulfills specific assigned requirements

- 5 Solution offered presents a well thought out solution
- 4 Solution offered has minor problems
- 3 Solution offered is flawed but shows some thought and effort
- 2 Solution offered has major flaws in conception
- 1 Assignment not submitted or of very poor quality

## COLOUR AND CONTRAST

This portion of the mark represents how well colour and contrast have been considered and implemented.

- 5 Colours create a deliberate effect congruent with the design. Excellent contrast, graphic elements easy to discern.
- 4 Colour use has minor flaws, but shows some thought and consideration. Contrast poor in some areas.
- 3 Colour use has major flaws, but shows some thought and consideration. Contrast is poor.
- 2 Inappropriate use of colour. Poor contrast makes elements difficult or impossible to discern.
- 1 Assignment not submitted or of very poor quality