

## Graphic Design Rubric

Category	20 points	16 points	12 points	8 points
Use of Class Time	Used time well during each class period. Focused on getting the project done and did not distract others.	Used time well during each class period. Usually focused on getting the project done and never distracted others.	Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others.	Did not use class time to focus on the project OR often distracted others
Logo	Logo effectively and has a strong impact on the total design.	Logo generally has an impact on the message of the design	The logo is focused on the message of the design project, but could have been used more effectively by virtue of size or location, rhythm, etc.	Logo fails to convey the meaning of the design project and there is a lack of understanding demonstrated by poor sizing or placement.
Menu	The graphics and text used on the menu reflect a exceptional degree of student creativity in their creation and/or display.	The graphics and text used on the menu reflect student creativity in their creation and/or display	The graphics and text used by the student, but are based on the designs or ideas of others and don't demonstrate original ideas	Graphics and text do not demonstrate any original thought or creativity
Food Truck Wrap	The wrap was designed in an exceptionally creative & innovative way.	The wrap was designed in an creative & innovative way.	The wrap was were not done so in a creative & innovative way or detracted/distracted from the concept.	The wrap is
Design Attractiveness	The design project is exceptionally attractive in terms of design, layout, neatness, dominance, rhythm, size, etc.	The design project is attractive in terms of design, layout and neatness and demonstrate an understanding of the use of design tools.	The design project is acceptably attractive though it may be a bit disorganized and does not demonstrate a clear understanding of layout: dominance, size, rhythm, balance, etc	The design project is distractingly cluttered or devoid of necessary elements and very poorly designed. It is not attractive.