COMD1112 Rubric for Visually Enhanced Quotation

Category	Effective 11-15 points	Acceptable 6-10 points	Unsatisfactory 1-5 points	(Did not turn in an assignment) 0 points	Student Score
Deadline met/ PDF file provided of 3 concepts/two of which contained only type and color with simple line work	Deadline was met and three concepts were provided for a single quotation	Deadline was met but student did follow instructions regarding using type only for 2 concepts or student only had 2 concepts for review on deadline.	Deadline was not met and/or student and student only provided one concept for the selected quote.	Did not complete the assignment	
Strength of Concept in Communicating Meaning of the Quote	All three concepts uses type and color effectively to convey the quote's meaning. Text is legible.	Two of the concepts uses type and color effectively to convey the quote's meaning. Text is legible but needs some tweaking to better communicate concept.	One concept uses type and color effectively to convey the quote's meaning. Text is not legible.	Did not complete the assignment	
Written Description of Each Concept is provided	Student provided a detailed description of the rationale for each concept presented, provided at least 3 sentences explaining each concept.	Student provided a brief, limited description of the concepts presented.	The descriptions of the student's concepts were missing for one or more of the student's concepts.	Did not complete the assignment	
Proofreading/ Professional Presentation—Files are made to correct size specification	Language is flawless, no typos or other errors. Quote attribution is included. Design is made to the appropriate size specification and includes bleed if required.	Less than two proofreading errors and/or design is not to specifications in one area.	More than two proofreading errors and design is incorrect size.	Did not complete the assignment.	

Student: _____Date: _____ Grade:_____

Instructor: _____