

COMD3601 –FINAL Grading Rubric

Instructor: M. Genevieve Hitchings

Student Name: _____

Overall Concept (5=Outstanding 1=Needs Work)

- 1. 5 4 3 2 1 Rate the concept and design? Is the message clear and does it make sense?
- 2. 5 4 3 2 1 Rate overall technical skill used to create the Diagram, Timeline/Flowchart?
- 3. 5 4 3 2 1 Does the design reflect a solid understanding of Information flow?
- 4. 5 4 3 2 1 Is the design effectively showcasing concept?
- 5. 5 4 3 2 1 Did the designer use diagrams and graphs to effectively support thesis?
- 6. 5 4 3 2 1 Does the project feel finalized? Has the designer paid attention to detail?
Are curves that are meant to be smooth, smooth? Are there any spelling or grammatical errors?

Principles of Design

- 7. 5 4 3 2 1 **Focal Point:** Does the final project have a focal point?
- 8. 5 4 3 2 1 **Balance:** Does the layout feel balanced (asymmetrical or symmetrical)? If the layout were on a scale these elements should feel balanced to make a design stable.
- 9. 5 4 3 2 1 **Proximity /Unit:** Is there a feeling of harmony between all parts of the artwork creating a sense of focal point.
- 10. 5 4 3 2 1 **Proportion:** Does the layout feel well proportioned (all parts relate well to each other)?
- 11. 5 4 3 2 1 **Alignment:** Does the layout feel cluttered? Designs that try to cram too much text and graphics onto the page are uncomfortable and may be impossible to read. The allotted amount of negative space gives a comfortable breathing room.
- 12. 5 4 3 2 1 **Rhythm:** Does the layout create a feeling of organized movement? Repeating design elements and consistent use of type help to create positive rhythm in design.
- 13. 5 4 3 2 1 **Emphasis:** Is there an effective feeling of contrast in the layout? Big and small elements, black and white text, squares and circles, can all create contrast in design.
- 14. 5 4 3 2 1 **Overall:** Is the design a creative, effective and clear visual solution

Commitment to refine product

5=Best 1=Worst

- 15. 5 4 3 2 1 Overall layout is readable (comfortable font, font size, paragraph alignment, leading)
- 16. 5 4 3 2 1 Overall attention to detail

- 17. Y N Effective use of diagram
- 18. Effective use of timeline/ flowchart
- 19. Effective uses of typography
- 20. Materials and project dimensions are correct (Margins, Bleeds, Crop Marks)
- 21. Presentation is clean and professional.
- 22. Content contains no errors (grammatical/punctuation).
- 23. Project was handed in and printed on time – (final digital files due **12/20/19**)