

Student Name: _____

Project: The Type Book

Date: _____

Criteria	10	9	8	7	6	5	4	3	2	1	0
Project turned in on time											
Project properly mounted, per instructions											
Project completed neatly and presented in professional manner											
Project shows student listened to all directions											
Project shows student pushed him/herself creatively											
Quality of typography: Did the student kern her/his type well? Has the student sculpted the space around the letters to add impact and meaning to the content? Are the type choices appropriate to the tone of the piece?											
Quality of creative thinking: Is the solution innovative? Does the solution demonstrate that the student put in extra effort?											
Quality of critical thinking: Does the solution make sense? Does it convey a clear message? Does it show planning and circumspection?											
Aesthetics: Does the student take risks that pay off aesthetically?											
Composition: Is the solution balanced? Is it well-gridded? Does the student take risks that pay off compositionally?											

Total: _____

Final Grade: _____

Additional Comments