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# COMD 2300

## /grading rubric/

**STUDENT(S) NAME:**

**NOTES:**

\_\_\_\_\_ /50 OVERALL SCORE (add up all points)

50/50=100%	49/50=98%	48/50=96%	47/50=94%	46/50=92%
45/50=90%	44/50=88%	43/50=86%	42/50=84%	41/50=82%
40/50=80%	39/50=78%	38/50=76%	37/50=74%	36/50=72%
35/50=70%	34/50=68%	33/50=66%	32/50=64%	31/50=62%

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**Research & Development (pick one of the 6 choices)**

You've research and clearly identified factual information, problem, objective and target audience. You've developed a clear style which could include but not limited to sketches, color guide, logo treatment, and grid systems.

- \_\_\_ [5] Very Strong
- \_\_\_ [4] Good
- \_\_\_ [3] Average
- \_\_\_ [2] Needs Work
- \_\_\_ [1] Unacceptable
- \_\_\_ [0] Missing

**Copy (pick one of the 6 choices)**

You've contained copy that defines the ad's purpose. This could include but its not limited to brand information, tagline, headline and call-to-action. The typography is legible and sized appropriately.

- \_\_\_ [5] Very Strong
- \_\_\_ [4] Good
- \_\_\_ [3] Average
- \_\_\_ [2] Needs Work
- \_\_\_ [1] Unacceptable
- \_\_\_ [0] Missing

**Layout & Design (pick one of the 6 choices)**

You've created a design that catches the audience's eye. Your content clearly identifies a sense of grids, hierarchy, typography, contrast, ect.

- \_\_\_ [5] Very Strong
- \_\_\_ [4] Good
- \_\_\_ [3] Average
- \_\_\_ [2] Needs Work
- \_\_\_ [1] Unacceptable
- \_\_\_ [0] Missing

**Color (pick one of the 6 choices)**

Your color choices are unified and add to the overall campaign.

- \_\_\_ [5] Very Strong
- \_\_\_ [4] Good
- \_\_\_ [3] Average
- \_\_\_ [2] Needs Work
- \_\_\_ [1] Unacceptable
- \_\_\_ [0] Missing

**Unity (pick one of the 6 choices)**

All elements in campaign look like the belong together and are a part of a 'big idea' or story. Both the message of the campaign and visuals are consistent.

- \_\_\_ [5] Very Strong
- \_\_\_ [4] Good
- \_\_\_ [3] Average
- \_\_\_ [2] Needs Work
- \_\_\_ [1] Unacceptable
- \_\_\_ [0] Missing

**Delivery (pick one of the 6 choices)**

Campaign was delivered in the required file format, size and additional specs required for project submission.

- \_\_\_ [5] Very Strong
- \_\_\_ [4] Good
- \_\_\_ [3] Average
- \_\_\_ [2] Needs Work
- \_\_\_ [1] Unacceptable
- \_\_\_ [0] Missing

**Presentation (pick one of the 6 choices)**

Presentation was articulate and easy to understand. Presentation was compelling and kept the interest of the audience. Your presentation included research & development to clearly identify the campaign intent.

- \_\_\_ [5] Very Strong
- \_\_\_ [4] Good
- \_\_\_ [3] Average
- \_\_\_ [2] Needs Work
- \_\_\_ [1] Unacceptable
- \_\_\_ [0] Missing

**Critique (pick one of the 6 choices)**

You frequently participated in critiques with useful information.

- \_\_\_ [5] Very Strong
  - \_\_\_ [4] Good
  - \_\_\_ [3] Average
  - \_\_\_ [2] Needs Work
  - \_\_\_ [1] Unacceptable
  - \_\_\_ [0] Missing
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