

NAME:

Business Card Rubric:

Visual Appeal 20 points	An exceptional visually appealing business card. Excellent use of space and strong color choices enhance the appeal.	A visually appealing business card. Minor compositional / color choice issues in card layout	Business card has average appeal. Nothing particularly wrong, but nothing particularly outstanding either.	The business card lacks visual appeal and/or major compositional issues with card.	Not turned in.
Readability 20 points	Excellent contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Good contrast between text and background. Font choices are easy to read, but there may be minor typography issues.	Readability issues with the font choice or color contrast between text and background.	Readability issues with BOTH the font choice AND color contrast between text and background.	Not turned in.
Technical Specifications 20 points	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing.	includes an appropriate name, title, one or more graphics, one or more graphics, and email / web contact info. All information is within safe edge for printing.	Information is outside of safe edge and /or missing title, contact information OR there is a misspelling on the card.	Incomplete and/or minimal effort in designing card.	Not turned in.
Professionalism 20 points	Survey on business card design completed and turned in. Final card is ready to print. Design uploaded to process blog.	Survey on business card design completed and turned in. Minor design issues need to be addressed before printing. Uploaded to Process Blog.	Survey is incomplete. Work Uploaded to Process Blog.	Survey was not turned in. Work uploaded to process blog.	Not turned in.

Points: /80

Flatbook Rubric:

Visual Appeal 20 points	An exceptional visually appealing flatbook page. Excellent use of space and strong color choices enhance the appeal.	A visually appealing flatbook page. Minor compositional / color choice issues in card layout	Flatbook has average appeal. Nothing particularly wrong, but nothing particularly outstanding either.	The flatbook lacks visual appeal and/or major compositional issues with card.	Not turned in.
Front and Back Cover (for bound portfolio books) 20 points (optional)	An exceptional visually appealing front and back cover (which includes an appropriate name, title, one or more graphics, and email / web contact info.) All information is within safe edge for printing.	A visually appealing front cover and a back cover (which includes an appropriate name, title, one or more graphics, one or more graphics, and email / web contact info.) All information is within safe edge for printing.	Some design issues with front and/or back cover. Information outside of safe edge and /or missing title, contact information	The front and/or back cover lacks visual appeal and is incomplete.	The front and/or back cover lacks visual appeal and is incomplete.
Readability 20 points	Excellent contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Good contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Readability issues with the font choice or color contrast between text and background.	Readability issues with BOTH the font choice AND color contrast between text and background.	Not turned in.
Technical Specifications 20 points	includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing.	includes an appropriate name, title, one or more graphics, one or more graphics, and email / web contact info. All information is within safe edge for printing.	Information is outside of safe edge and /or missing title, contact information OR there is a misspelling.	Incomplete and/or minimal effort in designing flatbook layout	Not turned in.
Professionalism 20 points	Survey on portfolio page design completed and turned in. Final page includes a sample layout with student work. Design uploaded to process blog.	Survey on portfolio page design completed and turned in. Missing a sample layout with student work. Uploaded to Process Blog.	Survey is incomplete. Work Uploaded to Process Blog.	Survey was not turned in. Work uploaded to process blog.	Not turned in.

Points: /80

Bound Book Rubric:

Front Cover 20 points	An exceptional visually appealing front cover. Cover is striking, visual compelling and draws the viewer in. All information is within safe edge for printing.	A visually appealing front cover All information is within safe edge for printing.	Some design issues with front and/or back cover. Information outside of safe edge and /or missing title, contact information	The front and/or back cover lacks visual appeal and is incomplete.	The front and/or back cover lacks visual appeal and is incomplete.
Back Cover 20 points	Back cover design is attractive, consistent with the front cover and compliments the student's area of focus. Back cover includes name, title, one or more graphics, and email / web contact info.	Back cover design is attractive, consistent with the front cover. Back cover includes name, title, one or more graphics, and email / web contact info.	Back cover design is consistent with the front cover. Back cover includes name, title, one or more graphics, and email / web contact info.	Back cover design lacks consistency with the front cover. Back cover includes name, title, one or more graphics, and email / web contact info.	Back cover does not include student's name, title, one or more graphics, and email / web contact info.
Page layout 20 points	Sections of book are clearly marked. Chapter headings are consistent and attractive in appearance. Type matches other promotional materials.	Sections of book are marked. Chapter headings are consistent in appearance. Type matches other promotional materials.	Sections of book are marked. Chapter headings are inconsistent in appearance. Type matches other promotional materials.	Book is not divided into related section. Chapter headings missing. Type is not consistent with other promotional materials.	No page layout shown.
Professionalism 20 points	Survey on book design completed and turned in. Final page includes a sample layout with student work. Design uploaded to process blog.	Survey on book design completed and turned in. Missing a sample layout with student work. Uploaded to Process Blog.	Survey is incomplete. Work Uploaded to Process Blog.	Survey was not turned in. Work uploaded to process blog.	Not turned in.

Points: /80

Total Points Earned: /160