

Publication Design Rubric

Criteria	Exceptional (4 pts.)	Good (3 pts.)	Fair (1 pts.)	Poor (0 pts.)
Design mechanics (Font size, style, color, contrast, placement, quality of graphics, etc.)	Overall appearance of text and graphics strongly enhances the publication.	Overall appearance of text and graphics enhance the publication without distracting from the content.	Overall appearance of text and graphics is somewhat distracting from the content.	Overall appearance of text and graphics distracts from the content.
Balance/Use of white space	Effective use of white space or balance between graphic and text is highly evident and strongly enhances the publication.	Effective use of white space or balance between graphic and text is evident and enhances the publication	Effective use of white space or balance between graphic and text is somewhat evident.	Effective use of white space or balance between graphic and text is not evident
Layout and design (complimentary backgrounds, formats, and fonts through-out the publication)	Layout and design have a consistent and balanced format that flows throughout the publication to create an exceptionally unified appearance.	Layout and design has a consistent and balanced format that flows throughout the publication to create a unified appearance..	Layout and design have a format that flows throughout the publication.	Layout and design distracts from the publication.
Pictures	Pictures are active and engaging. Images are cropped, sized and positioned. Pictures are sharp and well-composed and enhance the layout and design. Captions are present and well-organized.	Pictures are active and engaging. Images are cropped, sized and positioned. Pictures are sharp and well-composed without distracting from the content. Captions are present.	Pictures are less active and engaging. Images are less well cropped, sized and positioned. Pictures are less sharp and well-composed with more distraction to the content. Many captions are missing; not well organized.	Pictures are dull and passive. Images are poorly cropped, sized and positioned. Photos are out of focus and poorly composed. Images detract from layout. Captions are confusing.
Originality and Creativity	Product is highly original; provides new ideas and insights. Ideas are	Product shows a large amount of original thought. Ideas are creative and inventive.	Uses other people's ideas (giving them credit), but there is little evidence of original thinking. Meets	Uses other people's ideas, but does not give them credit. Does not meet expectation

	creative, inventive, and demonstrate in-depth inferences. Exceeds expectations	Meets expectation.	expectations somewhat.	
Headlines and Type	Headlines, decks and texts use an effective mix of style and weight. Headlines and decks are inviting. Typography looks professional	Headlines and texts use an effective mix of style and weight. Headlines are inviting. Typography looks professional	Five to six errors in spelling or grammar	Headlines and texts use an ineffective mix of style and weight. Headlines are not inviting. Typography looks amateurish.
Spelling and Grammar	No misspellings or grammatical errors.	One to two misspellings or grammatical error	Five to six errors in spelling or grammar	More than six errors in spelling or grammar
Total				