

COMD1162

M. Genevieve Hitchings

Final Poster – Grading Rubric				
<i>You will receive a grade in each of these four categories:</i>	Concept/Design	Technical Skill	Commitment to Refine Product	Punctuality
	(Process & Sketches)	(Proficiency)	(Craft & Presentation)	Assignments lose one full grade point for each day late after 12.01.17.
A =	Outstanding	Outstanding	Outstanding	
B =	Good	Good	Good	
C =	Adequate	Adequate	Adequate	
D =	Poor	Poor	Poor	

Overall Concept /Design 5=Best 1=Worst

- 5 4 3 2 1 **Focal Point:** Does the poster have a focal point?
- 5 4 3 2 1 **Balance:** Does the layout feel balanced (asymmetrical or symmetrical)? If the layout was on a scale these elements should be balanced to make a design feel stable.
- 5 4 3 2 1 **Proportion:** Does the layout feel well proportioned (all parts relate well to each other)?
- 5 4 3 2 1 **Alignment:** Is the layout structured around a grid (margins and rulers)?
- 5 4 3 2 1 **Positive/Negative:** 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.
- 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.
- 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.
- 5 4 3 2 1 **Overall:** Is the design a creative and effective visual solution in promoting New York City? Is the content clear and effectively communicated to a target audience?

Technical Skill 5=Best 1=Worst

- 5 4 3 2 1 **Illustrator:** Does the work demonstrate a solid understanding of what we have covered to date in Illustrator?
- 5 4 3 2 1 **Photoshop:** Does the work demonstrate a solid understanding of what we have covered to date in Photoshop?

Commitment to Refine Product 5=Best 1=Worst

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

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- Effective use of typography
- Materials and project dimensions are correct (Margins, Bleeds, Crop Marks)
- Presentation is clean and professional
- Content contains no errors (grammatical/punctuation)
- Project was handed in and printed on time – (final digital files **DUE 12.01.17**)