

# Graphic Arts Rubric

Name \_\_\_\_\_

Date \_\_\_\_\_

Score \_\_\_\_\_/12

	4	3	2	1
<b>Design and Composition</b> (Principles of design are: Balance Emphasis Movement Pattern Repetition Proportion Rhythm Unity)	Has a good use of the Principles of design and is aesthetically pleasing and places all objects in a creative and/or fun way.	Used some of the principles of design and it is mildly aesthetically pleasing.	Used some of the principles of design but they are not working to make the work aesthetically pleasing.	The Principles of design are not evident in the work and the work is not aesthetically pleasing.
<b>Spelling/ Grammar</b>	Everything is spelled right. Correct grammar is used.	1-2 mistakes	3-4 mistakes	5 or more
<b>Graphics Relevance</b> (Elements of Art and Design are Line, Shape, Form, Color, Texture, Space, and Value)	The graphics add to the overall message and capture the attention of the audience. Elements of art and design are used effectively and clearly.	Some of the graphics add to the overall message and somewhat capture the attention of the audience. Some elements of art and design are used effectively and clearly.	Not many of the graphics add to the overall message. Few elements of art and design are used effectively.	None of the graphics add to this design. Elements of art and design are not used effectively or clearly.

Adapted from: <http://www.cabcallowayschool.org/wp-content/uploads/2016/08/2017-PDF-GRAPHIC-DESIGN-RUBRIC.pdf>