

RUBRIC

INTRO TO GRAPHIC DESIGN

IN CLASS EXERCISES

	1pt Powerful- Capable	Opt Poor- Unacceptable
File set up		
Vocab terms		
Blank doc		

EXERCISES

	5pt Powerful- Capable	2.5pt Student attempte to meet the standard but needs some work	Opt Poor- Unacceptable
15 (or more) hand drawn thumbnails			
1 digital "graphic design shorthand" grid			
1 digital grid "expanded"			
Magazine Proposal			
5 Phases of Graphic Design Sketch			
5 Phases of Graphic Design Digital			

SUMMATIVES

	7pt Powerful- Capable	3.5pt Student attempte to meet the standard but needs some work	Opt Poor- Unacceptable
Visual Journal			
	30pt Powerful- Capable	15pt Student attempte to meet the standard but needs some work	Opt Poor- Unacceptable
Magazine Design			

TOTAL POINTS= 70

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INTRO TO GRAPHIC DESIGN

	Full	Partial	Incomplete
Effort <i>Significant amount of time spent working on exercise in class or outside of class to complete the assignment.</i>			
Technical <i>Student works to best of their ability to learn a new program, asks questions when assistance is needed, uses InDesign to complete assignments.</i>			
Creativity <i>Takes advantage of creative input for exercises, uses creative 'license' to add personality to exercises.</i>			
Following Directions <i>Student properly follows directions, hands assignments in digitally as a PDF, saves files in the proper locations and labels assignments correctly (all assignments will be labeled as follows: name_exercise title.PDF)</i>			