

T-Shirt/ Poster Design Rubric

Artist: _____ . Class: _____ .

Directions: While viewing your final artwork and your critique of your fellow artists. Complete this self-evaluation of your graphic art design and process.

CATEGORY	A+= 4 A= 3.8 A-=3.7	B+= 3.6 B= 3.5 B-=3.4	C+=3.35 C= 3.3 C-=3.2	D+= 3.1 D= 3 D-=2.8 F= 2.5 or below	Score
Design details	The design captures the "flavor" of the play by including several details that accurately reflect the period, culture or theme.	The design somewhat captures the "flavor" of the play or topic by including a few details that reflect the period, culture or theme.	The design is based on the logical principles of design, but has little 'flavor'.	Historical and cultural details are missing from the design.	SE: _____ TE: _____
Attractiveness	The design will capture the attention of most students. It is exceptionally attractive in the terms of color scheme, design, and overall layout	The design will capture the attention of many students. It is attractive in terms of color scheme, design and layout.	The design is just "ok". It will catch the attention of some students. More attention to the selection of color scheme and the planning of design and layout needed.	The design is poorly designed and unattractive. As a result, it will not stand out from competing visual stimuli.	SE: _____ TE: _____
Design concept (Thumbnails)	Student generated interesting thumbnail designs. Justified rationale for the design concept.	Student completed, interesting thumbnails design concept and rationale, but the rationale needs to be expanded.	Student turns in a complete design concept, but lacks a rationale.	Student turns in a partial design concept.	SE: _____ TE: _____
Lettering Clarity, Quality & Relevance	All text can be easily read from 2 feet away. Lettering is uniform, evenly spaced, done neatly and precise. Correct capitalization and spelling throughout.	Half to three-quarters of the text can be read from 2 feet away. Lettering has minimal issues with uniformity, space, and neatness. 1 error in capitalization or spelling.	Only a quarter to half of the text can be read from 2 feet away. Text is has definite issues with uniformity, space, and neatness. 2 errors in capitalization or spelling.	All text can be read from 1 foot or less. Text is not uniform, evenly spaced or neat. Has difficulty with readability. 3 or more errors in capitalization or spelling.	SE: _____ TE: _____
Graphic-Originality & Relevance	Graphics clearly communicate the imagery or idea of the play. Graphics are original and exceptional in their creation and display.	Graphic communicate the imagery of the play. Images are original in design and display.	Graphic design is borrowed yet modified with decisive and creative changes . Overall layout lacks creativity.	Graphics are the work of someone else/ Google with no modification in design. Copyright violation.	SE: _____ TE: _____
Peer Critique	Provided insightful and useful critique to peers in a constructive and positive way. Critique was clear and precise on recommendations for improvement.	Provided useful critique to peers in a constructive and positive way. Critique needed some more clarity to emphasize recommendations.	Provided a critique to peers but just stated the obvious without clarifying any changes or recommendations. Critique needed more clarity to emphasize recommendations.	Peer critique didn't contain any constructive recommendations for improvement.	SE: _____ TE: _____