

Rubric for Label Design

	superior	highly adequate	barely acceptable	not yet acceptable
TECHNICAL; DIRECTIONS	All parameters followed, measurements accurate & proportions correct. Additional components included such as recycle, barcode and registration mark. Label adhered effectively and excellent paper choice. No spelling errors. Planned carefully, made several sketches. Effort is far beyond that required.	The project is well done & meets all standards, but lacks the finishing touches & effort that could have made the work outstanding. All parameters followed & measurements accurate. Additional components may be included. Paper choice and neatness is good with no spelling errors.	There is adequate craftsmanship & interpretation of the project, but is a bit careless. Project is finished but artist chose an easy approach & shows some indifference. Lacks attention to details; paper is basic copy weight. Not unique enough for display.	Project is completed with minimum effort & below average craftsmanship; evidence of lack of understanding of technique & concepts. Measurements off; label does not quite fit the shape of bottle. Some technical errors. Label may be poorly adhered.
AESTHETICS; DESIGN ELEMENTS	Shows expert use of all the elements of design elements; chose color scheme carefully & had effective placement of components. Original logo, tag line and positive statement. Design incorporates more than one application. Tried unique combinations of ideas before selecting one. Outstanding presentation for display.	Obvious effort to apply design principals & components effectively. Solved the problem in a logical way; tried a few ideas before making final decision. Special effects are attempted with some success. Good use of color palette. Original design. Well presented for display.	Most components & design elements included & their placement considered, but lacked originality. Logo may be copied from original product; tag line and positive statement might be omitted. Design might include clip art or imported image. Color is used with limited effect. Not unique or well done enough for display.	Assignment showed little understanding of the elements & principals of design. Logo and tag line and positive statement might be omitted. Design images limited, ineffective or not included. Might not be designed or printed in color. No evidence of planning; poor overall presentation.
TYPOGRAPHY	Unique choice of font for product name; may have tried altering typeface with filters or strokes. Excellent use of families of type, form & proportion. Text and other information is uniquely displayed. Clever use alignment & color. Original design of information panel.	Fine choice of display type; good spacing & alignment; with a bit more effort, could have been superior. Other text well displayed with good proportions & variety. Information panel clear, but may lack originality.	Acceptable font though no uniqueness to font choice. Lacks originality; type sizes may affect readability. Type placement might indicate lack of thorough planning or may contain errors with alignment. May have some inappropriate font usage according to learned typographical data.	Lacks understanding of typographical data. Errors in use of fonts, combination of font families or too many varieties. Poor proportion, alignment of text on informational panels. Has missing text components; effort barely beyond completion.