

FINAL PROJECT RUBRIC

|            | superior   | highly adequate   | barely acceptable  | not yet acceptable  |
|------------|--|---|--|---|
| technical  | Craftsmanship is skillfully done; it is as good as hard work could make it. Neatly presented with no glue, smudges or guidelines showing. Correct proportion designed for display. Planned carefully, made several sketches. Effort is far beyond that required. | The project is well done and meets all standards, but lacks the finishing touches and effort that could have made the work outstanding; well constructed and very good display proportions.   | There is adequate craftsmanship and interpretation of the project, but is a bit careless. Project is finished but artist chose an easy approach and shows some indifference.   | The project was completed with minimum effort with below average craftsmanship; evidence of lack of understanding of technique and concepts. Displays hasty or careless work ethic.   |
| typography | Unique choice of display font. Beautifully indicated with sharp edges; precise proportion & spacing; text and other information panels clearly indicated with clever composition; excellent choices using type alignment possibilities.                          | Fine choice of display font; clear forms and good spacing, with a bit more effort, could have been superior. Other text well displayed with good alignment; some errors in execution or spelling; may lack originality.   | Acceptable font choice; lack of originality; inconsistent spacing and proportion. Type placement might indicate thorough planning or may contain errors with alignment. Errors in use of typographical data and/or spelling. | Careless technical execution of display font; lacks understanding of typographical data; poor proportion alignment and placement of text on informational panels; messy; spelling errors. May have missing components; effort barely beyond completion. |
| aesthetics | Shows expertise using all the elements of design; chose color scheme carefully; used space effectively. Generated many ideas before selecting one. Tried unusual combinations or changes of ideas. Design is unique and effective for purpose & function.        | The artwork shows applied principles of design using one or more elements effectively; shows awareness of filling the space adequately; solved the problem in a logical way; made decisions after referring to one source; tried a few ideas for selecting final. | Idea tried, but lacks originality; substituted “symbols” for personal design; assignment done adequately, yet shows lack of planning & little evidence that an overall composition was designed.                             | Assignment showed little understanding of the elements & principles of art; no evidence of planning; gave no evidence of trying anything unusual; poor overall presentation of concept.   |