

200 POINTS POSSIBLE	Excellent	Meets Expectations	Acceptable	Unacceptable
Concept/ Originality Very original idea. Fresh, inventive and inspiring. 40 POINTS	Very original idea. Fresh, inventive and inspiring. 40 POINTS	Good idea, but not entirely original Seen it before. 30 POINTS	Concept is sufficient to complete project, but it lacks originality. 20 POINTS	Concept is a poor match for the assignment and/or a rehash of other people's ideas and images. 10 POINTS
Aesthetics Project is well designed, attractive, and eye-catching. It makes excellent use of color and effects. 20 POINTS	Project is well designed, attractive, and eye-catching. It makes excellent use of color and effects. 20 POINTS	The project is attractive, but certain design aspects (color, type, composition) could be improved. 10 POINTS	The project has minimal aesthetic appeal. More attention needs to be paid to balance, layout. 5 POINTS	The project has no aesthetic appeal; the design is very amateurish. 2 POINTS
Experimentation trying tools and techniques SHOW ME WHAT YOU CAN DO! 50 POINTS	The student took chances and experimented boldly with tools and techniques. 50 POINTS	The student experimented with several tools or techniques. 40 POINTS	The student mostly played it safe, only trying one or two things. 30 POINTS	The student did not experiment with any tools or techniques. 10 POINTS
Technical use of program tools 40 POINTS	Project makes excellent use of the program tools and techniques. 40 POINTS	There is room for improvement using tools and techniques. 30 POINTS	Tools and techniques are sloppy or incomplete. 20 POINTS	Too few techniques and effects are used, or are used poorly. 10 POINTS
Followed Directions Size requirements and file name are correct. All swatch colors are used with no other colors. 50 POINTS	Size requirements and file name are correct. All swatch colors are used with no other colors. 50 POINTS	Size or file name wrong. Used all swatch colors, but colors other than swatch colors are present. 30 POINTS	Size or file name wrong. Did not use all swatch colors, and colors other than swatch colors are present. 20 POINTS	Student paid no attention to the directions. 0 POINTS