

Yearbook Design Rubric

	Exceeds Expectations	Meets Expectations	Does Not Meet Expectations
Typography	Typography contributes to the visual design of the page; typefaces selected are complimentary (not of same family/size/weight) and don't overpower other visual elements	Typefaces selected are complimentary (not of same family/size/weight) and don't overpower other visual elements	Typography does not follow guidelines and/or headline, body, and caption typeface clash
Color	Color scheme aligns with the rest of the yearbook; any "other" colors utilized are done in a way that complements the rest of the book	Color scheme aligns with the rest of the yearbook	Color does not adhere to yearbook's color scheme
Photographs	Photos are placed well; high quality pictures selected; significant editing apparent; relevant to subject matter	Photos are relevant to the subject matter; clear and consistent editing present	Photos are irrelevant, inappropriate, obfuscated, or do not exist
Adherence to Established Style	All design elements on page follow yearbook style successfully	Most design elements on page follow yearbook style guide	None of the design elements on page follow yearbook style
Cohesiveness	Typography, color, photographs, and other design elements combine to create an aesthetically pleasing page. Elements are properly aligned on the page	Typography, color, photographs, and other design elements combine in a cohesive way	Typography, color, photographs, and/or other design elements are not present
Comments:			