

Type-Only Poster RUBRIC

200 POINTS POSSIBLE	EXCELLENT Professional Quality	MEETS EXPECTATIONS Student Quality	ACCEPTABLE Beginner Quality	UNACCEPTABLE Read the Directions!
Followed Directions	Correct size, resolution, and files are named correctly. All layers are named			Wrong size, wrong file name, wrong resolution
Technical	Effects used show mastery of the assignment.	You did not need any assistance with the software	You needed minimal assistance	You needed assistance with things that are basic knowledge.
Clarity of Message	Message is bold, compelling and multi-layered. It goes beyond the obvious.	Message is clear and compelling, It may not be as subtle as it could be.	Message is clear but fails to go beyond something simple or obvious.	Message is confusing.
Typography	Fonts and effects help to create a strong verbal-visual connection within the work. All font sizes are appropriate.	Type choices are appropriate without an excessive number of fonts or effects	Typography is general effective, although font choice, size and effects distract from the message	Typography choices and effects weaken the work in dramatic ways.
Layout/ Hierarchy	Typography contributes to the visual design of the poster. Created a visual hierarchy that enhances the visibility and readability of the poster	Composition is acceptable but can be improved. There are some distracting elements/ colors that interfere with readability.	Too many competing elements. Effort is evident, but misguided. No focus	The wrong information is emphasized. Too many fonts. Too many colors. Visual mess.
Font-pairing	Purposefully paired fonts to enhance meaning	Acceptable, but perhaps one-too-many fonts that do not always go together well.	Too many fonts compete for attention. Font styles that clash.	Study more about fonts! This is the wrong approach to Type.
Color	Colors used enhance the meaning of the work.	Colors are used appropriately and do not clash with one another or clutter the work.	Color choices clash or distract from the message	Use of color weakens the message
Comments				