

# DESIGN GRADING RUBRIC

A quantitative assessment  
of design success

name \_\_\_\_\_  
project \_\_\_\_\_  
course \_\_\_\_\_

## Criteria

Communication \_\_\_\_\_ out of \_\_\_\_\_

Composition \_\_\_\_\_ out of \_\_\_\_\_

Creativity \_\_\_\_\_ out of \_\_\_\_\_

Craft \_\_\_\_\_ out of \_\_\_\_\_

Process \_\_\_\_\_ out of \_\_\_\_\_

Presentation \_\_\_\_\_ out of \_\_\_\_\_

Use of tools/media \_\_\_\_\_ out of \_\_\_\_\_

**total** \_\_\_\_\_ **out of** \_\_\_\_\_

comments

# DESIGN GRADING RUBRIC

A quantitative assessment  
of design success

name \_\_\_\_\_  
project \_\_\_\_\_  
course \_\_\_\_\_

## Criteria

Communication \_\_\_\_\_ out of \_\_\_\_\_

Composition \_\_\_\_\_ out of \_\_\_\_\_

Creativity \_\_\_\_\_ out of \_\_\_\_\_

Craft \_\_\_\_\_ out of \_\_\_\_\_

Process \_\_\_\_\_ out of \_\_\_\_\_

Presentation \_\_\_\_\_ out of \_\_\_\_\_

Use of tools/media \_\_\_\_\_ out of \_\_\_\_\_

**total** \_\_\_\_\_ **out of** \_\_\_\_\_

comments

## PROJECT CRITERIA

*Generally speaking, projects are graded upon the following criteria:*

**Communication**—Graphic design is, in essence, visual communication. If a piece doesn't communicate, then the primary objective has been missed. The work must speak clearly, in the appropriate medium, to the intended audience.

**Composition**—Designers must be able to manipulate and control the principles and elements of design to create and visually communicate meaning. The elements of design make up a visual vocabulary while the principles of design provide the organizational framework.

**Creativity**—This separates the good from the great. It's fairly easy to create something that communicates. But, can it break through the clutter to communicate creatively? A *concept* is the big idea that gives a message its cohesiveness; it adds meaning and memorability that aid in cognition.

**Craft**—Craft in graphic design refers to a keen attention to detail. Common pitfalls include shoddy mock-ups, spelling errors, or poor mounting. The final comp (comprehensive) should be an accurate depiction of the final product.

**Process**—Students are in some cases required to turn in documentation of their design process either in bound format or preferably as a digital PDF. Grades will be taken intermittently during project benchmarks.

**Presentation**—Graphic design is a field in which the designer must stand next to his or her work to defend and even sell it. Students should be able to articulate the design problem, the audience to whom it speaks, and a rationale of why one's solution satisfies the objectives.

**Use of Tools/Media**—Success, in part, depends upon a certain level of proficiency in the medium, be it using the pen tool in Adobe Illustrator or working with a traditional technical pen. This also includes following project specifications such as resolution, file size and format.

\*these criteria may not be applicable for every project (i.e., presentations may not be a requirement for some projects).

## PROJECT CRITERIA

*Generally speaking, projects are graded upon the following criteria:*

**Communication**—Graphic design is, in essence, visual communication. If a piece doesn't communicate, then the primary objective has been missed. The work must speak clearly, in the appropriate medium, to the intended audience.

**Composition**—Designers must be able to manipulate and control the principles and elements of design to create and visually communicate meaning. The elements of design make up a visual vocabulary while the principles of design provide the organizational framework.

**Creativity**—This separates the good from the great. It's fairly easy to create something that communicates. But, can it break through the clutter to communicate creatively? A *concept* is the big idea that gives a message its cohesiveness; it adds meaning and memorability that aid in cognition.

**Craft**—Craft in graphic design refers to a keen attention to detail. Common pitfalls include shoddy mock-ups, spelling errors, or poor mounting. The final comp (comprehensive) should be an accurate depiction of the final product.

**Process**—Students are in some cases required to turn in documentation of their design process either in bound format or preferably as a digital PDF. Grades will be taken intermittently during project benchmarks.

**Presentation**—Graphic design is a field in which the designer must stand next to his or her work to defend and even sell it. Students should be able to articulate the design problem, the audience to whom it speaks, and a rationale of why one's solution satisfies the objectives.

**Use of Tools/Media**—Success, in part, depends upon a certain level of proficiency in the medium, be it using the pen tool in Adobe Illustrator or working with a traditional technical pen. This also includes following project specifications such as resolution, file size and format.

\*these criteria may not be applicable for every project (i.e., presentations may not be a requirement for some projects).