

GRADING RUBRIC

DESN 155 – Computer Page Layout – MIDTERM – Sales Sheets

	Excellent 5 points	Good 4 points	Average 3 points	Below Average 2 points	Poor 1 points	Not Evident 0 points
Document Setup						
• Standard portrait letter size doc., with 1/8" bleed properly used						
• Min. 1/2" margins guides all sides						
• 1/2" slug bottom w/ name each pg.						
• 12 page document with all pages based on A-Master						
Design Content						
• Master page setup and used						
• Each page consistent w/ 2 listings, logo, contact information						
• Listings photo setup & consistent						
• Listings copy setup & consistent						
• All copy formatted with applied paragraph styles						
• Character styles used correctly						
• Text wrap used correctly						
• Bleeds used properly						
• Pen tool demonstrated						
• Quality of drawn shapes						
• All images linked & not distorted						
• Color setup matches client in Pantone or CMYK.						
• Functional layout & correct info						
Printed Pages						
• Correct size/setup with name / slug						
Digital Files						
• Files packaged and zipped						
• E-mailed correctly						

100 points possible

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Creativity and Design Elements						
• Creative solution to the design challenge						
• Design consistent with client brand with professional look						
• Use of design space						
• Use of color and value						
• Use of shape and line						
• Typography						
Design Principles						
• Use of Balance						
• Use of Unity						
• Use of Variety and Contrast						
• Use if Eye-direction						
• Use of Proportion/Scale						
• Use of Emphasis						

60 points possible