**Rubric: Capstone Project**

\*partial points may be given

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| --- | --- | --- | --- | --- |
|  | Poor(0 points) | Good(25 points) | Excellent(50 points) | Total points\* |
| Design principles | The layout does not demonstrate balance, harmony, contrast and unity. Elements do not create a flow for readers, and spatial relationships are not consistent. The scale of the items is not consistent. Overall, the design does not develop the content and theme of the topic. | The layout demonstrates balance, harmony, contrast and unity in its design, but elements do not necessarily create a flow for the viewer, and spatial relationships are not always consistent. The scale of some items overwhelms portions of the design. Overall, the design develops the content and theme of the topic. The design mostly connects the elements, although some elements may stray from the theme. | The layout demonstrates balance, harmony, contrast and unity in its design. The elements create a flow for the viewer with strong visual impact, and spatial relationships are carefully planned to emphasize key content and create consistency. The scale of elements work well within the space of the layout. Overall, the design enhances the content and develops the theme. The design connects the elements as a whole. | \_\_\_\_ / 50 |
| Alignment | Elements are mostly aligned by x- and y-coordinates. They do not always line up with each other, and there is some wasted, awkward or trapped space. Elements are not aligned to grid and column guides. | Elements are mostly aligned by x- and y-coordinates. They do not always line up with each other, and there is some wasted or trapped space. Some elements are not aligned to grid and column guides. | Elements are aligned by x- and y-coordinates. They line up with each other, and no unplanned or trapped space exists. Elements clearly have been aligned to grid and column guides. | \_\_\_\_ / 50 |
| Color | The use of color distracts from the overall design. Color choices do not match and do not convey a sense of unity within the elements. Color choices are not repeated throughout the spread. | The use of color matches the overall design. Color choices sometimes clash and do not always convey a sense of unity within the elements. Color choices are repeated throughout the spread. | The use of color complements and enhances the overall design. The color choices work together well to convey a sense of unity within elements. Color choices are repeated throughout the spread to develop unity. | \_\_\_\_ / 50 |
| Typography | Five or more fonts are used, and the font choices do not work well together. The font does not contribute to the overall design and distracts readers from the content. | Three or four fonts are used, and one or more of the font choices may not work well together. The font contributes to the overall design of the spread but does not necessarily help create a unifying theme. | No more than two fonts are used, and the font choices work well together. The font enhances the overall design and helps create a unifying theme. | \_\_\_\_ / 50 |
| Verbal elements | Verbal elements do not match most of the photos and do not work in the design. The written content does not signify an obvious purpose. Connected elements are not unified, failing to emphasize key content. Most or all of the verbal content on the spread looks the same. | Verbal elements match most of the photos on the spread and work well in the design. Connected elements are not unified, while important content is not emphasized. Type treatments don’t always fit with the rest of the design. | Verbal elements match the photos on the spread, and combined with design choices, signify a purpose within the design. Connected elements are unified, and important content is emphasized. The written content and type treatments work toward developing the design and the theme. | \_\_\_\_ / 50 |
| Photography | The layout fails to include photos, or the selected photos do not match the verbal content. Photo choices are irrelevant and of poor quality. | The included photos do not always match the verbal content. The quality of the photos is adequate but not exceptional. Good photos appear but may not be positioned in the most effective ways. | The layout includes photos carefully chosen to create visual impact and match the verbal content. Photo choices contribute to the overall design. The quality and placement of the photos is exceptional. | \_\_\_\_ / 50 |
| Total points |  |  |  | \_\_\_\_ / 300 |