

Graphic Design –Competition Rubric

Student Names: _____

School/Team: _____

Maximum Score:100
TOTAL

Score				
CATEGORY	21-25	16-20	11-15	0-10
Creativity	Product shows a large amount of original thought; ideas are creative and inventive; follows all copyright laws.	Product shows some original thought; work shows new ideas and insights.	Uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Uses other people's ideas, but does not give them credit.
Requirements	All requirements are met and exceeded.	All requirements are met.	One requirement was not completely met.	More than one requirement was not completely met.
Visual Impact	Designs are of exceptional quality and have visual appeal. Designs are attractive and easy to understand. Elements flow nicely; graphics used appropriately, greatly enhance the topic, and aid in comprehension; are clear and crisp.	Designs are of good quality. Designs draw attention and are appealing. Graphics used appropriately; most graphics selected enhance the topic, are of good quality.	Design is somewhat distracting. Graphics used appropriately some of the time; graphics selected do little to enhance the topic, are of lesser quality.	Graphics used inappropriately and excessively; graphics poorly selected and don't enhance the topic; some graphics are blurry and ill-placed.
Presentation	Excellent job of communicating purpose of materials. Description is clear, concise and convincing. Speaks clearly and audibly. Excellent eye contact. Proper introduction of self & team; Communicates ideas with enthusiasm; Excellent preparation and clear delivery.	Very good job of communicating purpose of material. Description is clear, concise, and convincing. Speaks clearly and audibly. Maintains eye contact with judges. Self & team are introduced. Communicates ideas clearly, shows adequate preparation and comfort of delivery.	Good job of communicating purpose of material. Description is clear. Voice is at an acceptable volume. Some eye contact with judges is exhibited. Introduction of self, team; Slightly uncomfortable with delivery.	Poor to fair job of communicating purpose of material. Inaudible; Statements may be confusing or unclear with long pauses between statements; Little eye contact with judges. No introduction. Delivery looks uncomfortable. Great difficulty communicating ideas due to lack of preparation or incomplete work.