

Arts Assessment For Learning

VISUAL ART — 5TH GRADE

RUBRIC: GRAPHIC DESIGN - CEREAL BOX DESIGN

	WOW!	GOOD JOB	ON YOUR WAY	LOST FOCUS
Design Effectiveness	<p>The design instantly attracts the customer's eye, has a definite relationship to the customer, and makes him/her want to buy it immediately.</p> <p>The information in the design is simple, easy to read and geared toward the user.</p> <p>The cover design is a perfect match with the type of cereal inside the box.</p>	<p>The design attracts the customer, has some relationship to the customer, and makes the customer consider buying it.</p> <p>The information in the design simple and easy to read, but needs to be more geared toward the user.</p> <p>The cover design has a relationship to the cereal in the box.</p>	<p>The design doesn't draw the customer in because it doesn't relate to the customer and does not make the customer want to buy it.</p> <p>The information in the design needs to be simpler, easier to read and more geared toward the user.</p> <p>The cover design doesn't fully match the cereal in the box.</p>	<p>The design turns the customer off because it does not attract or try to relate to the customer.</p> <p>There is too much or too little information in the design, and is not designed with the user in mind.</p> <p>The cover design does not match the cereal in the box.</p>
Elements and Principles of Design	<p>All the colors are geared toward the type of cereal and the user.</p> <p>The design is clear, concise and very easy to read.</p> <p>The title design is very bold and pops off the cereal box cover.</p> <p>If there is a character in the design it is well drawn, original and matches the type of cereal.</p>	<p>Most of the colors are geared toward the type of cereal and the user.</p> <p>The design is clear and readable.</p> <p>The title design pops off the cereal box cover.</p> <p>If there is a character in the design it is well drawn and matches the type of cereal.</p>	<p>A few of the colors are geared toward the type of cereal and the user.</p> <p>The design is busy and difficult to read.</p> <p>The title design needs to be bolder so that it will pop off the cereal box.</p> <p>If there is a character in the design it is not well drawn and doesn't go with the type of cereal in the box.</p>	<p>None of the colors are geared toward the type of cereal and the user.</p> <p>The design is busy and not readable.</p> <p>The title design is too small or not clear and does not stand out from the box.</p> <p>If there is a character in the design it is not original and doesn't match the type of cereal in the box.</p>

How It's Made

Colors work extremely well together.	Most colors work well together.	Some colors work well together.	The colors don't work well together.
<p>All the drawings are professional and neat.</p> <p>All color application is even and consistent.</p> <p>The composition of the design is perfectly balanced on the box.</p> <p>All lettering is even and consistent.</p> <p>The placement of the elements on the box is very well spaced.</p> <p>The cutting and gluing down of the drawings is flat with no glue coming out of the edges.</p>	<p>The drawings are neat, well done with a few mistakes.</p> <p>Color application is almost all even and consistent.</p> <p>The composition of the design is balance on the box.</p> <p>Most lettering is even and consistent.</p> <p>The placement of the elements on the box is adequately spaced</p> <p>The cutting and gluing down of the drawings is flat with no glue coming out of the edges.</p>	<p>The drawings are messy and have some mistakes.</p> <p>Color application has some white spaces and is not consistent in some areas.</p> <p>The composition of the design is off balance on the box.</p> <p>Some of the lettering is uneven and not consistent.</p> <p>The placement of the elements on the box has spacing problems (too busy or too open).</p> <p>The cutting and gluing down is messy with some paper hanging and bubbling up.</p>	<p>The drawings are messy with many mistakes.</p> <p>Color application has lots of white spaces and is not consistent.</p> <p>The composition is scattered and incomplete.</p> <p>The lettering is uneven and there are different fonts within each word.</p> <p>The placement of the elements on the box has many spacing problems (too busy or too open).</p> <p>The cutting and gluing down is messy with most of the paper hanging and bubbling up.</p>