

Art + Design Merit Scholarship Rubric for Graphic Design Students

Question Topics	Exceeds Standards	Meets Standards	Below Standard
<b>Does the work exhibit effective use of elements of design and composition?</b>	Excellent use of design principles such as balance, rhythm and tension to facilitate understanding while creating interest.	Satisfactory use of design principles.	Student did not effectively incorporate design principles.
<b>Does the work exhibit intentionality and an awareness of audience and context?</b>	The work is conceptually sound and shows intentionality. Context is well considered, as are the materials and execution. The work shows regard for the audience.	The work meets some but not all of the criteria of intentionality and context.	Student did not effectively meet the criteria.
<b>Does the work demonstrate effective use of tools and attention to detail?</b>	Overall, the work shows attention to particular items, such as typographic form, color palettes or scale shifts. The consideration of subtlety contributes to the overall effectiveness of the work. The details in form are appropriate for the concept.	The work show adequate use of tools and attention to detail	Student did not use tools effectively and missed many details in their work.
<b>Does the work demonstrate the knowledge of typographic principles?</b>	Typographic treatments in the work intentionally enhance or disrupt legibility. Typefaces that are used are well considered, with excellent attention to kerning, linespacing, and rag, when appropriate.	Satisfactory use of typographic principles	Student did not use the typographic principles effectively
<b>Does the work demonstrate care in its presentation?</b>	The work is presented in a professional manner. Photography of work is of high quality with good lighting and color balance. All slides are labeled clearly with all required information.	Presentation is satisfactory but some of the images are not well representative of the work. Some of the slides are not properly labeled or are missing some of the required information.	Student did not effectively present work through the photography or labeling of slides.