

Graphic Design Judging

Judging is on a scale from 1 to 10. One being the lowest possible score for each section, ten being the best.

Graphic Elements:

Are the graphics, rules and images necessary for the effectiveness of the design? Does the student demonstrate image manipulation and creation skills?

Typography:

Were fonts chosen carefully not haphazardly? Do the font(s) and attributes applied give interest and detail to the piece. Is there a level of: sophistication visible, classic style application or reference to the "Keep it Simple" rule? DOES NOT APPLY TO MANIPULATED DIGITAL PHOTOGRAPHY

Readability:

Student clearly embraces message delivery and recognizes its importance and demonstrates understanding of font usage and readability issues that can be a part of any designed/ written printed piece. DOES NOT APPLY TO MANIPULATED DIGITAL PHOTOGRAPHY

Layout:

Student clearly embraces the project and has a good understanding of direction, proximity, grid structure and layout.

Color/Grayscale and Contrast: *

Was there variation in color/grayscale levels? Are highlights, middletones shadows apparent and a strong part of the image?

Overall:

Is exploring/experimenting evident? Do images demonstrate appropriate manipulations and enhancements? Is it an engaging and visually pleasing piece?

Software Knowledge Base:

Student clearly understands and embraces the digital editing software.