

eImagine

Digital Design Festival
Design & Layout
R U B R I C

Attribute				Points 1-5
<p>Design Is exploring/experimenting evident? Do images demonstrate appropriate manipulations and enhancements? Is it an engaging and visually pleasing piece to view?</p>	<p>Very little exploring/experimenting is evident. Some manipulation of imagery can be seen but, is a bit intrusive. Has some visual interest</p>	<p>More exploring/experimenting is evident. Increased use of image manipulations (color, balance, transformation, and adjustments.) Much more Interesting and pleasing to the eye.</p>	<p>Image manipulations are cognizant and so skillfully applied that it is nearly impossible to determine what tools, effects and filters were used. Excellent color making it look abstract or realistic. Very interesting and pleasing to the eye.</p>	<p style="text-align: right;">_____</p>
<p>Layout Student clearly embraces the project and has a good understanding of direction, proximity, grid structure and layout.</p>	<p>Student clearly embraces the project and has a good understanding of direction, proximity, grid structure and layout.</p>	<p>Student clearly embraces the project and has a good understanding of direction, proximity, grid structure and layout.</p>	<p>Professional and sophisticated application of proximity, grid structure and layout. Stands out from others work.</p>	<p style="text-align: right;">_____</p>
<p>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?</p>	<p>Fonts were not chosen carefully and have a haphazard appearance. The font(s) and attributes applied do not give interest and detail to the piece. No reference to traditional styles or rules is apparent.</p>	<p>Font usage is appropriate and stronger visually? Some visual interest and detail has been achieved by the combination of font choices and attribute selection. Typographical rules and styles were minimally adhered to without much impact on the overall design of the piece.</p>	<p>Strong font choices that add visual interest, complexity, dimension and detail to the piece. A high level of sophistication is visible, along with classic style application and/or adherence to the "Keep it simple" rule?</p>	<p style="text-align: right;">_____</p>

TOTAL: _____

Comments:

Judges Signature: _____