

eImagine

Digital Design Festival
Typography
 R U B R I C

Attribute				Points 1-5
<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>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.</p>	<p>Little or no understanding of message delivery, font usage and readability issues.</p>	<p>Evidence student understands font usage and addresses the importance of readability.</p>	<p>Professional and sophisticated application of strong font selections and application of attributes that assist in the readability of the printed piece. Students work stands out from others completed pieces'.</p>	_____
<p>Graphic Elements Are the graphics, rules and images necessary for the effectiveness of the design? Does the student demonstrate image manipulation and creation skills?</p>	<p>The graphics, rules and images are not necessary for the design's effectiveness? No image manipulation and creation skills are apparent?</p>	<p>The graphics, rules and images are necessary for the design's effectiveness? Minimal to average image manipulation and creation skill-set demonstrated by student?</p>	<p>The graphics, rules and images necessary for the effectiveness of the design? The student demonstrates above average image manipulation and creation skill-set?</p>	_____

TOTAL: _____

Student Name: _____

Comments: _____

Judges Signature: _____