

Greeting Cards Rubric

Task	20 points	15 Points	10 points	5 points	0 points
Level of effort	Exceeded Expectations	Pushing yourself but capable of better, occasionally off task	Working to the level of your peers. Frequently off task	Capable of dramatically better. Only doing the bare minimums. Often off task	You used your time poorly
Design Complexity	You chose to create a very complex design	You chose to create a fairly complex design	You chose to create a standard level of design	You chose to create a basic level of design	You did not meet the minimum
Grid System			Interestingly done and complex	Very basic shapes put together simply.	Not present
PSD Images			All images have been photoshopped to create custom images	Images are Photoshopped but only in a simple way.	Images have not been manipulated
Text	Custom text, text on path used, easy to read, double spaced inside.	3 out of 4 techniques present	2 out of 4 techniques present	1 out of 4 techniques present	Done incorrectly or missing
Front has 5 images				Full Marks	Not present
Inside has 3 images				Full Marks	Not present
Right file types turned in			Laid out in a clear and easy to read way		Not present or readable

Total Points _____/100