

100

20 Excellent • 16 Good • 12 Fair • 08 Poor

10 Excellent • 08 Good • 06 Fair • 04 Poor

05 Excellent • 04 Good • 03 Fair • 02 Poor

2.5 Excellent • 2.0 Good • 1.5 Fair • 1.0 Poor

20 20 CONCEPT

20 *Informs* (clarifying, explaining, identifying)

Persuades (reconsider attitude / raise awareness; engage in self-reflection; or take an action such as purchasing a product or service)

20 20 COMPOSITION / LAYOUT

5 5 Size 16x20 or 18 x24

5 5 Picture Plane Consideration (**positioning** : bleeds / borders / cropping/ symmetry/asymmetry; **direction**; **space**: borders, negative space, foreground/background)

5 5 Visual Hierarchy / what is dominant?

5 5 Structure (grid, juxtaposition, etc) and/or Rhythm

20 20 TYPE

5 5 Exploration of Type Layout

5 5 Appropriateness of Typeface

5 5 Exploration of Style (bold, italics, outline, etc)

5 5 Craft of Type (No Stretched Type / Attention to Kerning, Leading, etc.)

20 20 IMAGE

10 10 Appropriateness of Image /contains familiar and/or culturally meaningful objects or signs that enhance the ability for more immediate and targeted responses

5 5 Craft of Image

5 5 Image Manipulation

10 10 COLOR

2.5 2.5 Appropriate Color Family to communicate concept (**Value**: achromatic, monochromatic, primary, etc.; **Saturation** ; **Temperature**: warm or cool

2.5 2.5 Contrast

2.5 2.5 Color Interaction (Relativity (No Vibrating) / Balance)

2.5 2.5 Color as Meaning

10 10 TEXTURE & OTHER SUPPORTING DESIGN ELEMENTS (i.e. lines, shapes, visual glue, etc.)

Comments