

Name _____

Class _____

Date _____

Directions: After you have finished your project, determine whether you have completed the criteria listed shown below. Circle the statement that best describes your evaluation of each criterion. Then turn the rubric in to your teacher along with your project.

Chapter

7

Project 1

Research Careers in Graphic Design

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does the format chosen for the presentation suit the purpose?	Format suits the purpose.	Format is somewhat logical to the purpose.	Format is inappropriate for purpose.	
Does the presentation or publication identify job opportunities, job duties, and job skills related to a graphic design career?	Information is complete and well presented.	Most information is included in presentation.	Little or no information relating to a graphic design career is included in presentation or publication.	
Are career goals explained?	Career goals are clearly explained and defined.	Career goals are explained.	Career goals are not explained in any detail.	
Is language concise?	Language is concise.	Most of the language is concise.	Language is not concise.	
Does the text use active voice and strong verbs and nouns?	The text uses active voice and strong verbs and nouns throughout.	The text uses active voice and strong verbs and nouns most of the time.	The text frequently uses passive voice and weak verbs and nouns.	
Are grammar, punctuation, and spelling correct?	Grammar, punctuation, and spelling are correct.	There are minor problems with grammar, punctuation, and spelling.	There are major problems with grammar, punctuation, and spelling.	

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Project 2

Develop a Multimedia Tutorial

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Were different tasks of the project defined and assigned?	Tasks were well defined and assigned.	Tasks were somewhat defined and assigned.	Tasks were not defined or assigned.	
Is content organized logically?	All content is organized logically.	Most content is organized logically.	Content is poorly organized.	
Is text appropriate length?	Text is appropriate length.	Text is somewhat too long or too short.	Text is overly long or overly short.	
Are graphics used correctly and ethically to enhance the tutorial?	Graphics add interest and enhance the tutorial in an ethical manner.	Graphics are included, but could be improved.	No graphics are included or the graphics used are simple or uninteresting.	
Does the language in the text explain how each type of graphic enhances the project?	Language clearly explains the use of the graphics.	Most of the graphics are explained.	Language does not clearly explain the use of the graphics.	
Are sources cited properly?	All sources are correctly identified.	Most sources are identified correctly.	Sources are not cited.	
Are grammar, punctuation, and spelling correct?	Grammar, punctuation, and spelling are correct.	There are minor problems with grammar, punctuation, and spelling.	There are major problems with grammar, punctuation, and spelling.	

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Project 3

Integrate Graphics and Animation

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does the project incorporate the table in step 1 to track images?	Project incorporates the four items listed in table.	Project incorporates most items listed in table.	Items in table not used to create project.	
Were at least two different types of graphics or animation used in the project?	Two different types were effectively used.	Two types were used in project.	Project did not incorporate two different types of graphics or animation.	
Were two different types of graphics or animation used from an outside source?	At least two different types from an outside source were used effectively.	Two different types from an outside source were used.	Project did not use two different types from an outside source.	
Is classmates' feedback used to revise the graphics?	All classmates' suggestions are incorporated.	Most of the appropriate classmates' suggestions are incorporated.	Few or none of the appropriate classmates' suggestions are incorporated.	
Are grammar, punctuation, and spelling correct?	Grammar, punctuation, and spelling are correct.	There are minor problems with grammar, punctuation, and spelling.	There are major problems with grammar, punctuation, and spelling.	