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 **5** Project 1 — Compare and Contrast Visual Design Principles

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Does Web site selected meet criteria?	Web site meets criteria.	Web site does not meet all criteria.	Web site not appropriate choice for task.	
Does the paragraph discuss the use of space in design?	Paragraph fully discusses use of space in design.	Paragraph discusses use of space in design to a lesser degree.	Paragraph does not properly cover the use of space in design.	
Does the thesis statement summarize comparison of balance and space?	Thesis statement contains key idea.	Thesis statement not clearly defined.	Does not contain thesis statement.	
Does presentation provide examples to support and illustrate the evaluation?	Sufficient examples and screen captures are included in presentation to support and illustrate the evaluation.	Some examples support evaluation.	Few or no examples support evaluation.	
Is language concise?	Language is concise.	Most of the language is concise.	Language is not concise.	
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.	

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 5 Project 2   Evaluate Multimedia

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Will the list of questions provide the proper information needed for the evaluation?	List includes detailed questions designed to obtain the proper information.	List will provide some or most information required.	List will provide little or no useful information.	
Is outline organized logically?	Outline is organized logically.	Most content is organized logically.	Outline is poorly organized.	
Does the thesis statement contain key idea?	Thesis statement contains key idea.	Thesis statement not clearly defined.	Does not contain thesis statement.	
Does essay properly evaluate design and accessibility of two multimedia presentations?	The essay is well written and presents a strong logical evaluation.	The essay is fairly well organized and presents the evaluation somewhat logically.	The essay is poorly written and does not evaluate the presentations well.	
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.	

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 5 Project 3   Analyze the Importance of Design

Criteria	Excellent (3)	Good (2)	Poor (1)	Teacher Comments
Has research been conducted on advertising and design elements such as color, font, and graphics?	Detailed research in multiple sources has been conducted.	Some research has been done on the Internet only.	No research has been conducted, either on the Web or in magazines.	
Has a product appropriate to one's age group been selected for the advertisement?	An age-appropriate product has been selected for the advertisement.	A fairly good choice has been made for the advertisement.	A product has been selected without regard to age of audience.	
Are peer suggestions recorded and incorporated into the design?	All peer suggestions are incorporated.	Most of the appropriate peer suggestions are incorporated.	Few or none of the appropriate peer suggestions are incorporated.	
Does written analysis address factors that affect design and include conclusions?	Analysis addresses factors affecting perception of design and offers conclusions.	Analysis addresses perception of design somewhat and offers some conclusions.	Few factors or conclusions are contained in analysis.	
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.	