

Typographic Sign

	Exemplary—4	Proficient—3	Partially Proficient—2	Incomplete—1
Content/Design	Effective use of elements and principles of design (typography, line, shape, contrast, hierarchy, color). Visually stunning.	Uses some elements and principles of design (typography, line, shape, contrast, hierarchy, color). Visually appealing.	Limited use of elements and principles of design (typography, line, shape, contrast, hierarchy, color).	Ignores elements and principles of design (typography, line, shape, contrast, hierarchy, color).
Communication	Clearly communicates message to audience. Purpose and context are obvious.	Message is clearly and presented to audience and place.	Presents message visually, but audience and purpose unclear.	Sign does not present message.
Creativity	Original and inspiring. Shows significant creative effort.	Shows original thought. Integrates creative ideas.	Demonstrates some original thought.	Shows little originality.
Work Ethic	Effective use of class time. Project shows a high level of commitment to quality.	Appropriate use of class time. Commitment made to completion.	Difficulty staying on-task. Required reminders to stay focused.	Rarely on-task. Project incomplete.

Student: _____

Total Possible Points: 16

Total Points Earned: _____ / 16