**3D Effects Rubric**

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| **Description of Task** | **Expert** | **Intermediate** | **Novice** | **Beginner** |
| **Use of software: 10 points** | 10-8  Subject knowledge is evident throughout | 7-5  Subject knowledge is evident in much of the product | 4-3  Subject knowledge is somewhat evident | 2-0  Subject knowledge is not evident |
| **Presentation/Alignment\*: 10 points** | 10-8  Font easy to read, fits on printed page, alignment and/or tabs are set | 7-5  Some font is difficult to read, doesn’t all fit in text boxes, some alignment used | 4-3  The majority of the font is difficult to read, doesn’t all fit in text boxes, the majority of work is not aligned | 2-0  All of the font is difficult to read, doesn’t all fit in text boxes, the work is not aligned |
| **Content/Requirements: 20 points** | 20-15  Appropriate details included no spelling/grammatical errors and no hyphenation | 15-10  Some details included 1-2 spelling/grammatical errors. 1-2 hyphenations | 10-5  Some details included, 3-4 spelling/grammatical errors. 3-4 hyphenations | 5-0  Many details left out, more than 4 spelling/grammatical errors. More than 4 hyphenations |
| **Design\*: 20 points**  **• Balance**  **• Proximity/Unity**  **•Repetition/Consistency**  **• Contrast** | 20-15  Application of principles enhances work | 15-10  2 or 3 design principles used to enhance work | 10-5  1-2 design principles used to enhance work | 5-0  No design principles are used |
| **Use of Enhancements: 20 points** | 20-15  Excellent use of graphics, fonts, font colors to enhance graphic design | 15-10  Makes good use of graphics, fonts, font colors to enhance graphic design | 10-5  Makes use of graphics, fonts, font colors to enhance graphic design | 5-0  No use of graphics, fonts, font colors to enhance graphic design. Solid background used |
| **Overall Creativity: 20 points** | 20-15  Product shows significant evidence of originality and inventiveness | 15-10  Product shows evidence of originality and inventiveness | 10-5  Little evidence of originality and inventiveness | 5-0  Little evidence of originality and inventiveness |
| **Comments:** | | | | |

\*Design Principle hints

* Visual BALANCE is created by arranging elements on the page so that no one section is heavier than the other
* PROXIMITY creates a bond or connection between elements on a page. How close together elements appear together suggests a relationship *(or lack of).*
* UNITY can be achieved by using a third element to connect unrelated parts.
* How you ALIGN type and graphics on a page can make your layout easier or more difficult to read.
* ALIGNMENT brings order to chaos.
* REPETITION unifies all parts of the design and creates consistency as well as visual unity. Avoid repeating the element so much that it becomes annoying or over-whelming.
* Strong CONTRAST adds visual interest to a page, attracting the reader’s eye. It can create a focal point.