Name:_____   Date:_____

Design Rubric (Total: 24 Points)

Category	Excellent (4 pts)	Good (3 pts)	Developing (2 pts)	Needs Improvement (1 pt)
Alignment	Elements are precisely aligned; design is clean, organized, and professional	Mostly aligned with only minor placement issues	Some elements are uneven or poorly spaced	Misalignment distracts from the message
Contrast	Strong visual contrast enhances readability and draws attention to key elements	Sufficient contrast; message is mostly clear	Limited use of contrast; text/images may not stand out enough	Poor contrast; hard to read or visually flat
Hierarchy	Clear visual order of information; viewer knows what to read first	Good order, but visual flow could be stronger	Inconsistent or unclear flow of information	No clear focus or message priority
White Space	Excellent use of space; design feels balanced and uncluttered	Some use of space; design is mostly clean	Design feels slightly crowded or sparse	Overcrowded or too much empty space with no purpose
Completeness	Includes all required elements (title, info, images, etc.)	Includes most required elements	Missing one or more key elements	Poster is incomplete
Effort & Neatness	Clearly demonstrates effort, attention to detail, and pride in work	Shows good effort and general neatness	Some effort shown; appears rushed in places	Minimal effort; messy or unfinished work

Teacher Comments

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