

Name: _____

Date: _____

Design Challenge Rubric (Total: 32 points)

Category	Excellent (4 pts)	Good (3 pts)	Developing (2 pts)	Needs Improvement (1 pt)
Brand Consistency	Color scheme, fonts, and themes are completely consistent across all 3 items	Mostly consistent; minor variations	Inconsistencies in color, font, or style between pieces	Designs feel disconnected; no clear visual brand
Logo Design	Original, well-balanced, visually appropriate for the business	Good idea; mostly clean and clear	Some issues with readability or proportion	Lacks clarity or feels incomplete
Business Card Design	Clear layout, strong brand identity, includes required info (name, contact, etc.)	Includes most required elements; good layout	Some elements missing or poorly arranged	Hard to read or missing key info
Instagram Post	Creative, eye-catching, follows brand style, strong visual hierarchy	On-brand and readable, but not very engaging	Message unclear or design lacks balance	Not aligned with brand or difficult to understand
Typography	Font choices enhance readability and reinforce brand identity	Mostly readable and appropriate	Fonts are inconsistent or hard to read	Poor font choices disrupt readability
Use of Color	Color choices are harmonious and reinforce the brand mood	Colors mostly work, with minor issues	Some clashing or unclear mood conveyed	Distracting or unbalanced color usage
Visual Hierarchy	Designs guide the viewer's eye effectively using size, placement, and contrast	Generally effective hierarchy	Some confusion about what to read first	Very little structure; viewer doesn't know where to look
Effort & Creativity	Shows exceptional care, originality, and effort in all pieces	Good effort with some creative choices	Average effort; designs could be pushed further	Minimal effort or over-reliance on templates

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Teacher Comments
