

# Design Rubric

| Content   | Yes   | Yes, however..   | No, however..  | No   |
|---|---|--|--|--|
| <b>Content is aligned to the project objective and is considered <i>Industry</i> ready.</b> | All content is aligned to the project objective and is considered <i>Industry</i> ready.  | Most content aligns to the objective, some additional information is needed.                                   | Some content aligns to the objective, much additional information is needed.                     | Most content does not align to the objective and is far from <i>Industry</i> ready.                  |
| <b>Presentation is well organized and clearly communicated.</b>                             | The presentation is well organized and clearly communicated - the message is clear, strong, logical and rationalized.             | Most of the presentation is well organized and communicated, some aspects of the message need to be worked on. | Some of the presentation is organized and communicated, much additional communication is needed. | Presentation is poorly organized and communicated.   |
| <b>Content's "<i>Elements and Principles of Design</i>" are used thoughtfully.</b>          | All content's " <i>Elements and Principles of Design</i> " are used thoughtfully.   | Most of the content's " <i>Elements and Principles of Design</i> " are used thoughtfully.                      | Some of the content's " <i>Elements and Principles of Design</i> " are used thoughtfully.        | Most of the content's " <i>Elements and Principles of Design</i> " are not used thoughtfully.        |
| <b>Content is well validated with resources, logic, and rationale.</b>                      | All content is well validated with resources, logic, and rationale - when in doubt, have three different resources of validation. | Most content is well validated with some resources, logic, and rationale.                                      | Some content is well validated with few resources, little logic or rationale.                    | Most content isn't validated, and ultimately lacks credible resources, validated logic or rationale. |
| <b>All content is original, unique, and/or creative while still remaining marketable.</b>   | All content is original, unique, and/or creative while still remaining marketable.  | Most content is original, unique, and/or creative while still remaining mostly marketable.                     | Some content is original, unique, and/or creative and is only slightly marketable                | Most content isn't original, unique, or creative - nor is it marketable.                             |
| <b>Growth and improvement in application to content.</b>                                    | All content shows growth and improvement in application to content.   | Most content shows growth and improvement in application to content.   | Some content shows growth and improvement in application to content.                             | Most content does not show growth and improvement in application to content.                         |

*This rubric was developed by Serena Neumerschitsky @ [serenaneumerschitsky.com](http://serenaneumerschitsky.com)*