

Design Rubric

Content	Yes	Yes, however..	No, however..	No
Content is aligned to the project objective and is considered <i>Industry</i> ready.	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.
Presentation is well organized and clearly communicated.	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.
Content's "<i>Elements and Principles of Design</i>" are used thoughtfully.	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.
Content is well validated with resources, logic, and rationale.	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.
All content is original, unique, and/or creative while still remaining marketable.	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.
Growth and improvement in application to content.	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.

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