Grid Design Rubric

Rubric (Page 88 in the student workbook)

Goal: To assess student designs based on concepts taught thus far

A: AN EXCEPTIONAL LAYOUT EXHIBITS ALL OF THE FOLLOWING CHARACTERISTICS
- Spread is set up in grids.
- Every element on the spread fits exactly into grids and follows at least one horizontal eyeline.
- White space is used with clear intentions.
- The dominant is at least two to two-and-a-half times bigger than the next largest photo. It is placed near the center of the spread, and it touches the top or bottom external margin.
- At least one photo contrasts with the shape of the dominant.
- There are five to seven photos on the spread.
- Photos are clustered at the heart of the spread, and captions "touch" each photo they describe with room for a two- or three-sentence caption.
- Copy is to the outside of the spread with a headline/secondary headline package leading into the copy.
- External margins are consistent, except for bleed photos.

B: A COMMENDABLE LAYOUT EXHIBITS ALL OF THE FOLLOWING CHARACTERISTICS
- Spread is set up in grids.
- Every element on the spread fits exactly into grids and may follow a horizontal eyeline.
- White space is predominately to the outside of the layout, but intentional isolation may be used.
- The dominant is at least two to two-and-a-half times bigger than the next largest photo. It is placed near the center of the spread, and it touches the top or bottom external margin.
- There may be five to seven photos on the spread.
- Photos are clustered at the heart of the spread, and captions "touch" each photo they describe.
- Copy is to the outside of the spread with a headline leading into the copy.
- External margins are consistent, except for bleed photos.

C: AN ADEQUATE LAYOUT EXHIBITS ALL OF THE FOLLOWING CHARACTERISTICS
- Spread is set up in grids.
- Every element on the spread basically fits in the grids.
- The dominant photo is larger than the others and is placed near the center of the spread. Photos maintain consistent internal margins.
- Captions are near the photos they describe, but they may be clustered with three or four together.
- Copy is to the outside of the spread, but the headline may not lead effectively into the copy.
- External margins are not maintained. Bleeds are used more than once per side.

D: A LAYOUT WITH SOME EVIDENCE OF ACHIEVEMENT EXHIBITS THE FOLLOWING CHARACTERISTICS
- Spread is set up in grids, but elements may not always fit grids.
- There may not be a clear dominant, but one photo is somewhat larger than others; photos may maintain consistent internal margins.
- Captions may be near the photos they describe or grouped together all in one spot.
- Copy is to the outside of the spread.
- External margins are not clear.

F: A LAYOUT WITH LITTLE OR NO EVIDENCE OF ACHIEVEMENT EXHIBITS THE FOLLOWING CHARACTERISTICS
- No apparent grid design or eyeline.
- There are more than seven photos, and no one photo is clearly dominant.
- Caption style and placement does not effectively communicate intent.
- Copy may be placed anywhere on the spread as is the headline.
- Internal and external margins are inconsistent.