

# Desktop Publishing Rubric

Name \_\_\_\_\_

Project \_\_\_\_\_

	<b>Proficient/Exemplary 5 points</b>	<b>Satisfactory/Acceptable 3-4 points</b>	<b>Needs Improvement 0-2 points</b>	
<b>Layout, Design, and Organization</b>	Layout is logical and visually appealing. Content is well organized, flows in a logical manner, and is easy to follow. Good balance on page.	Layout is haphazard. Content is somewhat organized, but hard to follow in places. Text may not be balanced in all parts of the document.	Layout is confusing. There is no clear or logical flow to the content—just includes facts. Page is not balanced.	
<b>Appearance and Readability</b>	The document makes excellent use of (limited) fonts, color and contrast to visually enhance the content. Text is easy to read. Excellent visual appeal. Appropriate for your target audience.	Document includes variety of fonts, color, and contrast, but this may occasionally detract from the content. (too many fonts may be used) Some text may be difficult to read. May not be appropriate for your audience.	The document does not make use of font, color, and contrast. May use too many fonts. This may make the work difficult to read and detracts from content. Did not consider target audience.	
<b>Formatting, Mechanics, and Spelling</b>	Formatting is consistent and there are no errors in spelling, grammar, or mechanics; sentence structure is sound.	Formatting is fairly consistent; there may be a few errors in spelling, grammar, and mechanics that detract from the work; some sentences may have to be rewritten.	Formatting is not consistent. May have errors in spelling, grammar, or mechanics. Sentence structure may be poor.	
<b>Pictures and Graphics</b>	Pictures and graphics are well selected and help support the content. They are visually sharp and enhance the document.	The pictures and graphics could be better selected to enhance the content and/or some of them may be blurry.	Minimal or distracting pictures and graphics detract from the content and/or may be blurry.	
<b>Creativity and Extra Effort</b>	The document goes above and beyond the essential requirements and shows a large amount of effort and original thought. Ideas are very creative and inventive. Students worked well and contributed to group activities—taking pictures, etc.	The document shows a good amount of effort and original thought. Ideas are fairly creative and inventive. Average effort spent working with group activity with the digital camera.	The document shows little evidence of much effort of original thought. Ideas aren't very creative or inventive. Minimal effort spent contributing to group activity when using digital camera.	
<b>Required Elements</b>	The document includes all of the requirements for this assignment. Student can work “on their own” and requires minimal supervision—they are able to use resources to help them when they need assistance.	Most of the required elements are present; but a few may be missing or incorrectly done. Some assistance needed when completing work—questions are asked which could be found through “help” menus or accessing notes, etc.	Some of the required elements are included, but many are done incorrectly or not done at all. Demands a lot of “help”—does not try to accomplish tasks on their own or use resources to be self-sufficient.	

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