Rubric: Typography-Focused Webpage Layout Design

Criteria	Excellent	Good	Fair	Needs Improvement	Total Points
Business Concept & Brand Identity	The chosen business concept and brand identity are well-defined and clearly reflected in the typography choices. **16-20 points**	The chosen business concept and brand identity are well-defined and reflected in the typography choices. **11-15 points**	The chosen business concept and brand identity are somewhat defined, but the typography choices could be more clearly reflected. **6-10 points**	The chosen business concept and brand identity are not well-defined or reflected in the typography choices. **0-5 points**	___/20
Typography Choices	The typefaces, font sizes, spacing, and alignment are appropriate for the theme and brand identity. They enhance readability and user experience significantly **25-30 points**	The typefaces, font sizes, spacing, and alignment are appropriate for the theme and brand identity. They contribute to readability and user experience. **13-24 points**	The typefaces, font sizes, spacing, and alignment are appropriate for the theme and brand identity. They impact readability and user experience. **7-12 points**	The typefaces, font sizes, spacing, and alignment are not appropriate for the theme and brand identity. They do not contribute to readability or user experience. **0-6 points**	___/30

Rationale	The rationale for the typography choices is comprehensive and insightful, clearly explaining how they contribute to the overall design and user experience. **16-20 points**	The rationale for the typography choices is clear and explains how they contribute to the overall design and user experience. **11-15 points**	The rationale for the typography choices is somewhat clear and explains some aspects of how they contribute to the overall design and user experience. **6-10 points**	The rationale for the typography choices is unclear or does not explain how they contribute to the overall design and user experience. **0-5 points**	___/20
Webpage Layout	The webpage layout is exceptionally well-designed, with a clear hierarchy of headings, subheadings, and body text. The typography is applied consistently and enhances the overall design. **16-20 points**	The webpage layout is well-designed, with a clear hierarchy of headings, subheadings, and body text. The typography is applied consistently and contributes to the overall design. **11-15 points**	The webpage layout is somewhat well-designed, with a clear hierarchy of headings, subheadings, and body text. However, the typography is applied inconsistently and has some impact on the overall design. **6-10 points**	The webpage layout is poorly designed, with no clear hierarchy of headings, subheadings, and body text. The typography is applied inconsistently and detracts from the overall design. **0-5 points**	___/20

Overall Impression	The webpage layout design demonstrates exceptional creativity, attention to detail, and alignment with the assignment requirements. **8-10 points**	The webpage layout design demonstrates creativity, attention to detail, and alignment with the assignment requirements. **5-7 points**	The webpage layout design demonstrates some creativity and attention to detail but could be more aligned with the assignment requirements. **4-6points**	The webpage layout design lacks creativity, attention to detail, and alignment with the assignment requirements. **0-2 points**	___/10

Total: ___/100