

RUBRIC

At least one mockup showcases use of emphasis

- ☐ 0 pts
No
- ☐ 1 pt
Yes

At least one mockup showcases use of hierarchy

- ☐ 0 pts
No
- ☐ 1 pt
Yes

At least one mockup showcases use of scale and proportion

- ☐ 0 pts
No
- ☐ 1 pt
Yes

At least one mockup showcases use of unity and variety

- ☐ 0 pts
No
- ☐ 1 pt
Yes

Each Gestalt Principle (similarity, proximity, and common region) is showcased in at least one mockup.

- ☐ 0 pts
No Gestalt Principles used
- ☐ 1 pt
One Gestalt Principle used
- ☐ 2 pts
Two Gestalt Principle used
- ☐ 3 pts
All Gestalt Principles used

The visual design choices are consistent throughout their mockups

- ☐ 0 pts
No
- ☐ 1 pt
Yes

Design decisions work well in concert and make the design easier to use

- ☐ 0 pts
No
- ☐ 1 pt
Yes

If you have any comments about what the learner did particularly well or could improve, please share them here.