**evaluation rubric: event flyer**

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| **component** | **excellent (20)** | **above avg (16)** | **avg (12)** | **below avg (8)** | **poor (4)** | **score** |
| **completeness of**  **submission** | Meets all assignment requirements:   * 11 X 17 or 8.5 X 11 (portrait) * Full bleed or margins * If you choose margins, you must incorporate them into your design.) * Must apply at least **TWO** different visual effects to the image. EX: filters in Photoshop, feathering in InDesign, etc. * Must incorporate **TWO to THREE** colors drawn directly from the image using Photoshop. * Must use a font downloaded from the web. * Must apply **TWO to THREE** effects to the font, including but not limited to strokes, kerning, vertical height. You don't have to apply these effects everywhere -- just selectively. * Include a title (for the event) and information about when it will occur and where it will occur. * You should not use "when" and "where" headings, as they are redundant. * Exported and uploaded as a PDF. | One required element is missing. | Two required elements are missing. | Three required elements are missing. | Four required elements are missing. | 20 |
| **basic design**  **principles** | * **Contrast** evident in heading(s) and text variations, effective figure-ground * **Repetition** evident in typographic styles, use of color, and other elements. * **Alignment** evident in terms of establishing invisible hard lines, avoiding centering material, and other techniques. * **Proximity** evident in closeness of material that belongs together, appropriate leading between lines, effective use of white space, and other techniques. | Problems evident in one design area. | Problems evident in two design areas. | Problems evident in three design areas. | Problems evident in all design areas. | 8 |
| **color** | * Uses color effectively to enhance the message and set tone or mood. * Uses an acceptably small number of colors in a single design or uses more deliberately to enhance ethos. * Uses complementary rather than conflicting colors. * Ensures that background color permits easy readability (figure-ground). * Uses color appropriately to indicate hierarchy of info. | Problems evident in one design area. | Problems evident in two design areas. | Problems evident in three design areas. | Problems evident in all design areas. | 20 |
| **typography** | * Uses typography effectively to increase readability and enhance aesthetic impact. * Matches typography to the ethos of the theme/subject. * Applies styles to the font effectively (strokes, kerning, vertical shift, etc.). * Uses either concordant or contrasting typefaces (not conflicting). * Uses decorative typefaces appropriately and sparingly.) | Problems evident in one design area. | Problems evident in two design areas. | Problems evident in three design areas. | Problems evident in all design areas. | 12 |
| **visuals** | * Incorporates visuals that effectively illustrate the theme/subject. * Integrates visuals effectively into the overall design. * Sizes visuals appropriately, given the overall dimensions of the product. (Ratio to dimensions) * Shows no evidence of distortion of visuals (lengthening, etc.). * Uses appropriate quality and resolution for images (no pixelation) | Problems evident in one design area. | Problems evident in two design areas. | Problems evident in three design areas. | Problems evident in all design areas. | 16 |
|  | | | | | **TOTAL** | 76 |

**notes:**

Josh, you’ve done a very good job of reconceiving the entire design, and the result is a much cleaner, more creative take. The use of the starry background, the Seattle skyline, and Cthulhu rising over it all shows a good grasp of the visual ethos of the event.

In terms of what you could improve on:

* Design Principles: I’m not sure if the typeface at the bottom has a style applied to it or if it looks that way from the get-go, but in either case, it’s too decorative, which means it conflicts with the typeface at the top and indicates an issue with repetition. In terms of alignment, the text runs too close to the edge of the page on the left and too close to the top. Where proximity is concerned, the three lines of the title are too close together, which reduces readability. I know that this can be done (putting text on top of other text), but it would be a bit more successful with a readable font.
* Typography: In terms of the aesthetics of your main typeface choice (at top), you’ve succeeded. This is a font that matches that ethos of the event – but it’s really sort of unreadable in terms of its lack of effective kerning and too-close leading. But it works in terms of ethos. You really needed, however, to increase the kerning and leading to improve readability. With the font at bottom, the shadow makes the text very difficult to read, because the letters are already blocky. So choosing a simple font there would improve readability.
* In terms of the visuals, they’re really excellent; however, the Cthulhu figure shows some raggedness where you took out the background, so you’d want to redo that and make it sharp.

I would really like to see you revise this for a higher grade.