

WEEK 11 – TYPOGRAPHY RUBRIC

	100% - 80%	79% - 70%	69% - 60%	59% - 50%	49% - below
TASK 1 (PASS/FAIL: 10 POINTS)	Exceeded the expectations of the given task and successfully demonstrated that the individual understands typography.	Meets a good level of expectations of the given task and demonstrated that the individual understands typography.	Meets the requirements and the basics of the given task and somewhat demonstrated that the individual understands typography.	Needs improvement on the given task and poorly demonstrated that the individual understands typography.	Does not demonstrate an understanding of typography and failed to complete the task.
TASK 2 (30 POINTS)	Exceeded the expectations of the given task and successfully demonstrated that the individual sees incorrect typography and can creatively solve it.	Understands the difference between good and bad typography and is able to creatively apply their skills to the given task.	Meets the basic requirements of the task. Fonts somewhat relate, elements are understood and are moderately shown.	Task is not properly executed. Only some of the requirements are met. Shows a minor illustration of the elements and fonts poorly relate.	Does not demonstrate an understanding of typography and failed to complete the task.
TASK 3 (50 POINTS)	Exceeded the expectations of the given task and successfully demonstrated that the individual sees incorrect typography and can creatively solve it.	Meets the requirements of the given task well and demonstrates a clear understanding of what the task is and can solve any problem at hand effectively.	Shows a moderate understanding of the given tasks and requirements are met. Different fonts are used and Kerning is done to some extent.	Shows a very minor interpretation of the tasks. Very little detail is shown and shows only a basic execution of what was required.	Does not demonstrate an understanding of typography and failed to complete the task.
CREATIVITY (10 POINTS)	Exceeded the expectations of the given task and successfully demonstrated that the individual understands typography and how to apply their creative style to the task.	Meets a good level of expectations of the given task and demonstrated that the individual understands typography and how to apply creative qualities to their work.	Somewhat demonstrated that the individual somewhat understands typography and needs	Needs improvement on the given task and poorly demonstrated that the individual understands typography.	Does not demonstrate an understanding of typography and failed to complete the task.

