|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 100-90% | 90-80% | 80-70% | 70-60% | 60-50% | 50% - below |
| Adobe Kuler Palettes | Includes 3 of the 4 types of colour palettes that were required.  Each colour palette exceeded expectations. | Includes 3 of the 4 types of colour palettes that were required.  Each colour palette was well done. | Includes 3 of the 4 types of colour palettes that were required. | Includes only 2 of the 4 types of colour palettes that were required.  Could have done more. | Includes only 1 of the 4 types of colour palettes that were required.  Could have done more. | Failure to complete any of the requirements |
| 3 Layouts  (webpage) | All 3 webpage layouts were completed.  Each layout uses the three different colour palettes created in Adobe Kuler.  Each layout exceeded expectations. | All 3 webpage layouts were completed.  Each layout uses the three different colour palettes created in Adobe Kuler.  Each layout was well done. | All 3 layouts were completed.  Use of three colour palettes created in Adobe Kuler.  Each layout could have used something more. | Only 2 layouts were completed.  Not all colour palettes created in Adobe Kuler are evident. | Only 1 layout was completed.  Not all colour palettes created in Adobe Kuler were used. | Failure to complete any of the requirements |
| Logo | Logo appears on all 3 layouts.  Logo uses 3 different colour palettes created in Adobe Kuler.  Logo design exceeds expectations. | Logo appears on all 3 layouts.  Logo uses 3 different colour palettes created in Adobe Kuler.  Logo design was well done. | Logo appears on all 3 layouts.  Only 2 of the 3 types of colour palettes created in Adobe Kuler were used. | Logo only appears on 2 of the layouts.  Only 2 of the 3 types of colour palettes created in Adobe Kuler were evident. | Logo only appears on 1 of the layouts.  Only 1 of the 3 types of colour palettes created in Adobe Kuler were used. | Failure to complete any of the requirements |
| Written Paragraph | All details outlining ideas for design are evident.  Explanation exceeded expectations. | All details outlining ideas for design are evident.  Explanation was well done. | All details outlining ideas for design are evident.  Explanation could have used more detail. | Could have used more detail in explanation.  Not all elements used in the design were talked about. | Almost no effort put into explanation.  Does not describe elements of colour and design used in layout effectively. | Failure to complete any of the requirements |
| Creativity | Details of design exceed expectations. | Design was very well done. | Design met expectations. | More details could have been used. | There are very few extra-added details. | Failure to complete any of the requirements |
| Total: |  |

Adobe Kuler Palettes: /3

3 Layouts (webpage): /3

Logo: /1

Written Paragraph: /2

Creativity: /6

Total: /15