

Business Card Project Rubric -120 Points

Sketches	Poor 2 pts	Fair 4 pts	Good 6 pts	Excellent 8 pts
	Sketches are missing and/or the designs to not include information and are not acceptable to design a card based off of.	4 sketches are provided for business cards with minimal effort or detail into the design and layout of the card.	Sketches are provided for 4 different business cards but are difficult to comprehend or ready.	Sketches are provided for 4 different brainstormed designs. Each sketch is clear and easy to understand, well labeled
Business Card	Poor 5 pts	Fair 10 pts	Good 15 pts	Excellent 20 pts
<i>Focal Point</i>	The focal point is not clear and the Job/Activity/Role is unclear.	The focal point does not catch the reader's eye and is not memorable. The Job/Activity/Role may or may not be understandable.	The focal point catches the reader's eye but is not memorable. The Job/Activity/Role is understandable after inspection.	The focal point catches the reader's eye and is memorable. Also, makes the Job/Activity/Role immediately understandable.
<i>Job/Activity/Role Clearly Stated</i>	Name and/or Title not typed. No description of Job/Activity/Role.	Name and/or Title presented with a description of Job/Activity/Role, but difficult to distinguish the separate parts.	Name and/or Title presented with a description of Job/Activity/Role, but hard to read.	Name and/or Title presented with a clear description of Job/Activity/Role.
<i>Business Card Easy to Understand</i>	Business card information unclear or mislabeled.	Business card information disorganized on the card. The font is unclear.	Business card information organized on the card. The font is understandable after inspection.	Business card information clearly organized and labeled on the card. Also, the font is clear.
<i>Overall View of Card</i>	Card is incomplete and unprofessional.	Card is complete, but unprofessional.	Card is professional.	Card is professional, creative, impactful
Stationary	Poor 2 pts	Fair 4 pts	Good 6 pts	Excellent 8 pts
	Minimal effort was put into the stationary. The stationary is unorganized and somewhat illegible. Use of the stationary would be difficult.	Stationary is complete with minimal planning. There is little organization and it is difficult to read and understand. Writing use of stationary would be difficult on the background.	Stationary was planned out, the theme somewhat matches the business card but there is variation. Components are legible and the overall appearance is creative and impactful.	Stationary was well planned out. The overall theme matches the business card. All components are easily legible. Stationary is professional, creative, and impactful.

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10 Card Layout	Poor 2 pts	Fair 4 pts	Good 6 pts	Excellent 8 pts
	Card layout missing organization necessary to cut out the cards. Cards are missing and minimal effort was put into arrangement.	Less than 10 cards are placed on the document and/ or the cards are not in an arranged so they can be cut out.	All 10 cards are placed on the document in rows and columns but with no consideration to cutting lines.	Cards are laid out evenly in 2 columns of 5. Cards are lined up consideration is taken to make sure each card will be able to be cut out.
30 Cut Cards	Poor 2 pts	Fair 4 pts	Good 6 pts	Excellent 8 pts
	Less than 30 cards were submitted and some cards are uneven and vital information is missing.	Minimal consideration and effort were put into cutting the cards out. Cards are uneven and some have information cut off.	30 cards are cut out, some cards are trimmed uneven and all cards do not match.	30 Cards are cut out neatly and precisely. All edges are neatly trimmed and all cards are even with each other.
Critique	Poor 2 pts	Fair 4 pts	Good 6 pts	Excellent 8 pts
	Critique is lacking depth required to fully critique the work done. Questions are minimally answered and little to no consideration is given to the graphic design principals.	A critique is provide and all questions are answered but with minimal effort and consideration to graphic design principals.	A well thought out critique consider factors of graphic design principals are considered. All questions are answered thoroughly and typed neatly on the developed but not on the stationary.	A well thought out critique consider factors of graphic design principals are considered. All questions are answered thoroughly and typed neatly on the developed stationary.

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