

Letterhead Grading Rubric (25 points possible)

Name:

Criteria	Expectations	Comments
Audience and Purpose (2)	The design clearly matches the intended audience and purpose, and both can be determined from the design.	
Principles of Design (10) Balance Focus Emphasis Visual Identity Visual Weight Directional Flow Contrast	<p>Elements are balanced either symmetrically or asymmetrically in a manner that is visually logical.</p> <p>At least one element provides focus.</p> <p>At least one element communicates identity visually or through text.</p> <p>Weight is appropriately distributed throughout the document.</p> <p>The flow is intended by the designer for an apparent reason and is logical based upon the design purpose and context.</p>	
Typography (5)	<p>Font families are used, or if not, no more than 3 different fonts are used.</p> <p>Serif is used for print/body, while sans serif is used for display type.</p>	
Overall Visual Appeal (5)	The design is aesthetically appealing and makes good visual sense.	
Grammar and Punctuation (3)	The document contains no spelling or grammatical errors.	
Total		