GDP113 Rubric: Hierarchy of Information in a Layout

Grade: 100 point

Assignment: *You will create design layouts that determine the importance of the information; that should be seen/read first, second, third etc. by the viewer.*

Categories	Objectives	Instructor Comments	Possible Points	Points
Creativity	• Project is thoughtful and creatively resolves the establishment of hierarchy. • The layouts are strong, surprising and unique.		**30**	
Layout	• Project shows exceptional understanding of hierarchy. • Layout implements the design principles. • Project is aesthetically pleasing.		**40**	
Strategy	• Project reflects significant time, effort, focus and planning. • Thought process is clear and understood.		**20**	
General	☐ Correct number (6) of designs is completed. ☐ Dimensions are correct. ☐ Fonts used are correct. ☐ Point size is correct in each layout. ☐ One PDF is uploaded. ☐ Assignment is turned in by due date.		**10**	
Total Points				