

DVD COVER DESIGN RUBRIC

Class: _____

Student: _____

Grade: _____

Rubric: DVD Cover Design- Graphic Design & Photoshop

SCORE

Show your creativity, and display your artistic talents by creating a DVD cover using original pictures and art

Making a DVD Cover				
	Poor 0- 2 pts	Partially Acceptable- 2-3 pts	Acceptable 3-4 pts	Excellent 4- 5 pts
Overall Quality of DVD Product	<p>Poor</p> <p>There was little attention given to quality.</p>	<p>Partially Acceptable-</p> <p>There was some effort put into making the DVD cover, but the student did not really take the necessary time constructing their project to make it look good. The overall quality is fair to poor</p>	<p>Acceptable</p> <p>The quality is good. The student spent time planning and constructing their project to make it look good. The pictures, text, and formatting are acceptable.</p>	<p>Excellent</p> <p>The quality of the DVD cover is great. The student spent a lot of time carefully planning and constructing their project to make it presentable. The pictures, text, and formatting are neat, balanced, and well thought out.</p>
Creativity	<p>Poor</p> <p>The DVD cover shows little or no creativity or no cover was submitted</p>	<p>Partially Acceptable-</p> <p>The student used very few original ideas when putting together their DVD cover.</p>	<p>Acceptable</p> <p>The student used some creativity when making their DVD cover</p>	<p>Excellent</p> <p>The student worked very hard to be original when creating their DVD cover.</p>
USE OF CLASS TIME Production: Is the student engaged? Working Hard? Asking Questions? Would we HIRE you in the real world? Were you present for all sessions?	<p>Poor</p> <p>Class time was not used wisely. The student put in almost no effort.....</p>	<p>Partially Acceptable-</p> <p>Class time was not always used wisely. The student put in little or small kine effort on their DVD cover</p>	<p>Acceptable</p> <p>Class time was MOSTLY used wisely,</p>	<p>Excellent</p> <p>Class time was used wisely and it is evident that the student spent a significant amount of time working/thinking/ and creating their design.</p>
Required Elements- Title, Plot Synopsis, Main Image, Listing of Cast & Characters, Review Quote, Rating, Standard DVD symbols (given)	<p>Poor</p> <p>Student has not included ANY of the required elements for a DVD cover or no cover was submitted</p>	<p>Partially Acceptable-</p> <p>The student has only included some of the required elements for a DVD cover</p>	<p>Acceptable</p> <p>The student has included all of the required elements for a DVD cover</p>	<p>Excellent</p> <p>The student has gone above and beyond when including all of required elects and executed them all very well</p>
WOW FACTOR that subjective	<p>Poor</p>	<p>Partially Acceptable-</p>	<p>Acceptable</p>	<p>Excellent</p>

feeling you get when you see a design..does it pop? is it memorable? original? does it look beyond professional?

There is nothing about this design that says WOW-- more like Uh-Oh,,i Need to keep working on my design...

MAYBE..there is one thing thing that has a Wow factor..but not much more than that

There are some parts of this design that look good, and make you notice the design,,,,,,,,

You see this thing and most folks go WOW-- that looks great...lots of dazzling creativity or maybe just a nice arrangement of good elects that conveys a message..

Total Score & Comments