

Name of Designer:		Date:	
Name of Evaluator:		Period:	

Magazine Cover Project Rubric

	Exceptional	Good	Basic	Needs Work
Cover Photo	<ul style="list-style-type: none"> ▪ Eye catching and high quality ▪ Easily recognized ▪ Relates to title ▪ Relates to some headlines 	<ul style="list-style-type: none"> ▪ Not stretched or pixilated ▪ Relates to title ▪ Relates to at least one headline 	<ul style="list-style-type: none"> ▪ Stretched or low-resolution image ▪ Relates to title 	<ul style="list-style-type: none"> ▪ Doesn't match title or headlines ▪ Poor quality image ▪ Missing?
Headlines	<ul style="list-style-type: none"> ▪ Creative ▪ All relate to images or title ▪ No spelling or grammar errors ▪ Easy to read ▪ Fonts and colors are consistent or complementary 	<ul style="list-style-type: none"> ▪ All relate to images or title ▪ No spelling or grammar errors ▪ Easy to read 	<ul style="list-style-type: none"> ▪ Most relate to images or title ▪ Minor spelling or grammar error in one headline ▪ Readable 	<ul style="list-style-type: none"> ▪ Do not relate to images or title ▪ Many spelling or grammar errors ▪ Difficult to read ▪ Missing?
Date & Price	<ul style="list-style-type: none"> ▪ Clearly visible ▪ Matches or complements other colors <i>and</i> fonts 	<ul style="list-style-type: none"> ▪ Visible ▪ Matches or complements other colors <i>or</i> fonts 	<ul style="list-style-type: none"> ▪ Mostly visible 	<ul style="list-style-type: none"> ▪ Difficult to see ▪ Missing?
Title	<ul style="list-style-type: none"> ▪ Attractive use of font and color ▪ Easily visible and readable <i>from a distance</i> 	<ul style="list-style-type: none"> ▪ Font and color is not a distraction ▪ Visible and readable <i>from a distance</i> 	<ul style="list-style-type: none"> ▪ Visible and readable 	<ul style="list-style-type: none"> ▪ Not visible from a distance ▪ Difficult to read ▪ Font or color is a distraction ▪ Missing?
Background	<ul style="list-style-type: none"> ▪ Complements cover image ▪ Complements title ▪ Complements headlines 	<ul style="list-style-type: none"> ▪ Coordinates with cover image ▪ Coordinates with title ▪ Coordinates with headlines 	<ul style="list-style-type: none"> ▪ Coordinates with cover image ▪ May clash with title or headlines 	<ul style="list-style-type: none"> ▪ Clashes with many items on the cover. ▪ Missing?
Graphic	<ul style="list-style-type: none"> ▪ Created by student ▪ Creative or visually interesting ▪ Relates to magazine theme ▪ Transparent background 	<ul style="list-style-type: none"> ▪ Created by student ▪ Relates to magazine theme ▪ Transparent background 	<ul style="list-style-type: none"> ▪ Created by student 	<ul style="list-style-type: none"> ▪ Not created by student ▪ Missing?
Overall	<ul style="list-style-type: none"> ▪ Could be an actual magazine cover 	<ul style="list-style-type: none"> ▪ Could be an actual magazine cover with some minor changes 	<ul style="list-style-type: none"> ▪ There are some elements of the cover that are not professional, creative, and/or realistic 	<ul style="list-style-type: none"> ▪ Not very much effort or attention to detail

Comments:	
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