

Arts & Communications-Graphics Design

Name _____ Period _____

Magazine Cover Rubric

Create a magazine cover that looks like a real magazine. Choose the title of the publication. Then, be sure you include a title, photos, headline articles, dateline and follow the theme of Spirit Week 2014. Be creative and make the finished product look as professional as possible. Be aware of the marketability and audience appeal of your magazine. Follow all your desktop publishing guidelines using Photoshop. The final project must be in a .pdf format.

Magazine Cover				
	Great 5 pts	Good 4 pts	Fair-Poor 0 pts	Total Points (N/A)
MASTHEAD/Magazine Title	<p>Great</p> <p>Masthead is prominent, and has a strong presence (EMPHASIS) on the cover. Masthead is clearly readable. Title is creative - catchy, and is school appropriate to the theme of the magazine.</p>	<p>Good</p> <p>Masthead is somewhat noticeable, and has a good/fair presence (EMPHASIS) on the magazine cover. Title is ok/good and is school appropriate to the theme of the magazine.</p>	<p>Fair-Poor</p> <p>Masthead is barely noticeable (no EMPHASIS) or there is no title/masthead on the cover, or cover is N/A.</p>	Total Points
COVERLINES/Article Headlines	<p>Great</p> <p>COVERLINES/Article headlines are interesting brining the audience into the cover. COVERLINES are noticeable/prominent on the cover. COVERLINES pertain to the theme of the magazine project.</p>	<p>Good</p> <p>COVERLINES/Headlines are somewhat interesting. COVERLINES are somewhat noticeable on the cover. Most/Some COVERLINES pertain to the theme of the magazine project</p>	<p>Fair-Poor</p> <p>COVERLINES/Headlines are not interesting, or are not evident. COVERLINES are barely noticeable on the cover. Few/None of the COVERLINES pertain to the theme of the magazine project</p>	Total Points
MAIN COVER IMAGE/	<p>Great</p> <p>Photo is in focus, has a strong appeal/look, is very prominent (EMPHASIS), and draws readers into the magazine. MAIN IMAGE has been photoshopped very well (edges, lighting) and image pertains to the theme of the project and is school appropriate.</p>	<p>Good</p> <p>Photo is somewhat in focus, and/or it has somewhat of an appeal/look. MAIN IMAGE has been photoshopped very ok- (edges, lighting) and image somewhat pertains to the theme of the project and is school appropriate.</p>	<p>Fair-Poor</p> <p>Main Cover Image is poor, or non-existent. Photoshop work on this photo is just ok, poor, or N/A.</p>	Total Points
Overall Use Of Graphics/Color	<p>Great</p> <p>Colors/graphics are used to add interest</p>	<p>Good</p> <p>Colors/graphics used somewhat brings in the</p>	<p>Fair-Poor</p> <p>Colors or graphics are used ineffectively or</p>	Total Points

	to the cover. color is used to effectively bring in reader.	viewer. The use of colors/graphics are good/ok.	are non-existent.	
TYPOGRAPHY	Great USE of TYPOGRAPHY shows extensive thought, trial and error, and decision making skills. Font families used work well together, are readable, and draw the viewer into the cover.	Good USE of TYPOGRAPHY shows some research and decision making skill. Font families used work pretty good/ok together, are readable, and somewhat draw the viewer into the cover.	Fair-Poor USE of TYPOGRAPHY is poor or is non-existent.	Total Points
MAGAZINE COVER ESSENTIALS MASTHEAD, MAIN IMAGE, COVERLINES, date, price and barcode	Great MASTHEAD, MAIN IMAGE, COVERLINES, date, price and barcode are all present on magazine cover	Good One or more of the following items are not present on the magazine cover: MASTHEAD, MAIN IMAGE, COVERLINES, date, price and barcode	Fair-Poor More than half/ or more of the following items are NOT Present on the magazine cover: MASTHEAD, MAIN IMAGE, COVERLINES, date, price and barcode	Total Points
Grammar/ Spelling/ Capitalization	Great 0 errors	Good 1 error	Fair-Poor more than two errors	Total Points
Overall professional appearance	Great The magazine cover has a professional appearance and the cover lines follow the theme of Spirit Week 2014 that is easily grasped by the reader. The cover has great appeal and creative WOW factor.	Good The magazine cover has a semi-professional appearance. It has some audience appeal and limited WOW factor.	Fair-Poor The magazine cover has an unprofessional appearance or the cover is non-existent.	Total Points
Personal Work Ethic- On-time performance... Delivery Can we COUNT on you to DO THE JOB?	Great ROUGH DRAFT of Magazine cover project was completed on/or before due date of 10/24/14. Final Magazine Cover reviewed, edited and turned in for credit on 10/28/14. Student displayed very good/excellent work ethic by using lab time wisely	Good One of the following was late:ROUGH DRAFT of Magazine cover project was completed on/or before due date of 10/24/14. Final Magazine Cover reviewed, edited and turned in for credit on 10/28/14. Student displayed ok/fair work ethic by sometimes using lab time wisely	Fair-Poor Magazine cover project was not completed before due date. Rough draft was not received on time or was non-existent. Student displayed poor work ethic and did little/no work during vclass time on this magazine cover	Total Points

Total Score/Grade/Comments

