THE DOLLAR REDESIGN PROJECT SCORING RUBRIC

FOCUS RATING:	4	3	2	1	0
FOCUS	• Submitted all materials • Worked hard in and out of class • All work completed on time • Always contributed to discussions • Met or exceeded all criteria	• Submitted all materials • Worked hard in and out of class • Most work completed on time • Frequently contributed to discussions • Met all criteria	• Submitted most materials • Sometimes worked hard in and out of class • Most work completed on time • Sometimes contributed to discussions • One or two criteria missing	• Materials missing • Did not work hard in and or of class • Some work completed on time • Rarely contributed to discussions • Three or four criteria missing	• Most materials missing • Did not work hard in or out of class • Work incomplete • Did not contribute to discussions • Inappropriate solution
ELEMENTS/ PRINCIPLES/ EXPRESSIVE	• Clear center of interest • Elements of art effectively communicate quality/interest • Text and images modified • Full color • Whole page	• Clear center of interest • Elements of art effectively communicate quality/interest • Most text and images modified • Full color • Whole page	• Center of interest • Elements of art effectively communicate quality/interest • Some text and images modified • Full color • Whole page	• Unclear center of interest • Elements of art ineffectively communicate quality/interest • Text and images not modified • Lack of color variety • Less than whole page	• Unclear center of interest • Elements of art ineffectively communicate quality/interest • Text and images not modified • Two or fewer colors used • Less than whole page
CRAFTSMANSHIP/ TECHNIQUE	• All images high resolution • Accurate use of Photoshop tools • Saved in TIFF format • Effective file management • Text legible	• Almost all images high resolution • Accurate use of Photoshop tools • Saved in TIFF format • Effective file management • Text legible	• Majority of images high resolution • Accurate use of most Photoshop tools • Saved in TIFF format • Effective file management • Text legible	• Some images high resolution • Accurate use of some Photoshop tools • Saved in TIFF format • Ineffective file management • Text difficult to read	• Project incomplete • Inaccurate use of Photoshop tools • Project not saved in TIFF format • Text illegible
CREATIVITY/ ELABORATION/ INDEPENDENCE/ INVENTIVENESS	• Unique, original concept • Very creative solution • Theme elaborated on to a high degree • Ability to take initiative in assignment that augments what is learned • Self-motivated • Complex solution	• Original concept • Theme is present with some elaboration • Ability work and think independently • May have sought additional material to realize concept	• Concept partly derivative • Theme is present with little elaboration • Some initiative in working and independent thinking	• Lack of originality • Theme is undeveloped • Very little initiative • Waits to be told what to do	• Unoriginal • Theme is copied or traced • No initiative • Does not work independently