

## THE DOLLAR REDESIGN PROJECT SCORING RUBRIC

FOCUS RATING:	4	3	2	1	0
<b>FOCUS</b>	<ul style="list-style-type: none"> <li>• Submitted all materials</li> <li>• Worked hard in and out of class</li> <li>• All work completed on time</li> <li>• Always contributed to discussions</li> <li>• Met or exceeded all criteria</li> </ul>	<ul style="list-style-type: none"> <li>• Submitted all materials</li> <li>• Worked hard in and out of class</li> <li>• Most work completed on time</li> <li>• Frequently contributed to discussions</li> <li>• Met all criteria</li> </ul>	<ul style="list-style-type: none"> <li>• Submitted most materials</li> <li>• Sometimes worked hard in and out of class</li> <li>• Most work completed on time</li> <li>• Sometimes contributed to discussions</li> <li>• One or two criteria missing</li> </ul>	<ul style="list-style-type: none"> <li>• Materials missing</li> <li>• Did not work hard in and or of class</li> <li>• Some work completed on time</li> <li>• Rarely contributed to discussions</li> <li>• Three or four criteria missing</li> </ul>	<ul style="list-style-type: none"> <li>• Most materials missing</li> <li>• Did not work hard in or out of class</li> <li>• Work incomplete</li> <li>• Did not contribute to discussions</li> <li>• Inappropriate solution</li> </ul>
<b>ELEMENTS/ PRINCIPLES/ EXPRESSIVE</b>	<ul style="list-style-type: none"> <li>• Clear center of interest</li> <li>• Elements of art effectively communicate quality/interest</li> <li>• Text and images modified</li> <li>• Full color</li> <li>• Whole page</li> </ul>	<ul style="list-style-type: none"> <li>• Clear center of interest</li> <li>• Elements of art effectively communicate quality/interest</li> <li>• Most text and images modified</li> <li>• Full color</li> <li>• Whole page</li> </ul>	<ul style="list-style-type: none"> <li>• Center of interest</li> <li>• Elements of art effectively communicate quality/interest</li> <li>• Some text and images modified</li> <li>• Full color</li> <li>• Whole page</li> </ul>	<ul style="list-style-type: none"> <li>• Unclear center of interest</li> <li>• Elements of art ineffectively communicate quality/interest</li> <li>• Text and images not modified</li> <li>• Lack of color variety</li> <li>• Less than whole page</li> </ul>	<ul style="list-style-type: none"> <li>• Unclear center of interest</li> <li>• Elements of art ineffectively communicate quality/interest</li> <li>• Text and images not modified</li> <li>• Two or fewer colors used</li> <li>• Less than whole page</li> </ul>
<b>CRAFTSMANSHIP/ TECHNIQUE</b>	<ul style="list-style-type: none"> <li>• All images high resolution</li> <li>• Accurate use of Photoshop tools</li> <li>• Saved in TIFF format</li> <li>• Effective file management</li> <li>• Text legible</li> </ul>	<ul style="list-style-type: none"> <li>• Almost all images high resolution</li> <li>• Accurate use of Photoshop tools</li> <li>• Saved in TIFF format</li> <li>• Effective file management</li> <li>• Text legible</li> </ul>	<ul style="list-style-type: none"> <li>• Majority of images high resolution</li> <li>• Accurate use of most Photoshop tools</li> <li>• Saved in TIFF format</li> <li>• Effective file management</li> <li>• Text legible</li> </ul>	<ul style="list-style-type: none"> <li>• Some images high resolution</li> <li>• Accurate use of some Photoshop tools</li> <li>• Saved in TIFF format</li> <li>• Ineffective file management</li> <li>• Text difficult to read</li> </ul>	<ul style="list-style-type: none"> <li>• Project incomplete</li> <li>• Inaccurate use of Photoshop tools</li> <li>• Project not saved in TIFF format</li> <li>• Text illegible</li> </ul>
<b>CREATIVITY/ ELABORATION/ INDEPENDENCE/ INVENTIVENESS</b>	<ul style="list-style-type: none"> <li>• Unique, original concept</li> <li>• Very creative solution</li> <li>• Theme elaborated on to a high degree</li> <li>• Ability to take initiative in assignment that augments what is learned</li> <li>• Self-motivated</li> <li>• Complex solution</li> </ul>	<ul style="list-style-type: none"> <li>• Original concept</li> <li>• Theme is present with some elaboration</li> <li>• Ability work and think independently</li> <li>• May have sought additional material to realize concept</li> </ul>	<ul style="list-style-type: none"> <li>• Concept partly derivative</li> <li>• Theme is present with little elaboration</li> <li>• Some initiative in working and independent thinking</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of originality</li> <li>• Theme is undeveloped</li> <li>• Very little initiative</li> <li>• Waits to be told what to do</li> </ul>	<ul style="list-style-type: none"> <li>• Unoriginal</li> <li>• Theme is copied or traced</li> <li>• No initiative</li> <li>• Does not work independently</li> </ul>