**Rubric for Flyer Project**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Excellent (28pts 30pts)** | **Making Progress (20pts-27pts)** | **Needs more work (0-20pts)** |
| **Layout and Composition** | Effective use of negative space, text and images are aligned, and there is visual balance between images and text in your composition. | Some use of negative space, text and images are aligned, and there is visual balance between images and text in your composition. | Minimal use of negative space, text and images are aligned, and there is visual balance between images and text in your composition. |
| **Image** | 1-2 Images are used. They are relevant to the flyer content, engaging to Target Audience and clear (not blurry) | 1-2 images are used | No images are used |
| **Color** | Colors are deliberately chosen to match images and content of the flyer. Colors are used consistently throughout the flyer. | Color is used to enhance the content of the flyer | No color is used (except maybe on images) |
| **Typography** | 1 or 2 fonts are used that goes with the content of the flyer. Use of bold, italics, all caps and/or font sizes to add structure and variety to the flyer. | 1-2 fonts used. Use of bold, italics, all caps and/or fonts sizes are use minimally to add structure and variety to the flyer. | Default font is used with no use of bold, italics, all caps and/or font sizes. |