Graphic Design 2: Apparel Group (Product, Branding, Marketing)
Apparel Group Brand

Name: _____   Period : _____

Grading Rubric

LOGO/APPAREL GROUP NAME

Score	Criteria	Excellent (20-18)	Good (17-14)	Fair (13-9)	Poor (8-0)
	Format/Use of Design Principles in entire presentation	Exceptional planning & thought given to the elements and design principles	Good thought given to the elements and design principles	Acceptable thought given to the elements and design principles	Poor use or no thought given to the elements and design principles
	Hang Tags	Original and exceptionally exciting concept	Original and interesting concept	Original concept	Not an original concept
	Magazine Advertisement	Simple, yet porwerful; will look good in a variety of contexts	Conceptually good, but some aspect may need adaptation for use in other contexts	Fair, but some aspect may need adaptation for use in other contexts	Lines are not clean; will not be suitable in other contexts
	Billboard and Bus Stop	Excellent choice of colors, graphics and design; exceptional representation of the company image	Good choice of colors, graphics and design; accurately represents the company image	Fair choice of colors, graphics and design; accurately represent the company image	Choice of colors, graphics and design elements do not accurately represent the company image
	Poster board Presentation	Very neatly designed and laid out, with special thought to color scheme	Good layout, all apparel group items fit on board	Fair layout, missing an item, glue not adhering	Layout does not meet expectations, sloppy
	Spec Sheet	Flawless, exceptional work! Completed task, well-developed and thought out	Good job; Completed task, developed with some thought (only one error noted)	Fair; Completed task, with some thought (two errors noted)	Needs work; appears incomplete, or under developed (three or more errors noted)
	TOTAL (100 points)				