

GRAPHIC DESIGN

Grading Rubric for Party/Event Flyers

Category	Description	Points	Teacher Comments
Purpose	Clearly understood purpose of flyer	_____ / 5	
Audience	Understood the target audience of the flyer	_____ / 5	
C.R.A.P. Design	Followed C.R.A.P. Design Principles	_____ / 5	
Synthesis	Flyer is polished and professional with no spelling or grammar errors	_____ / 5	
Time Management	The designer used all of the time given and used it to the best of their ability.	_____ / 5	
Graphics	Included at least one of each item listed. Graphics effectively gained attention of the reader.		
➤ Clip Art/Image or custom shapes		_____ / 5	
➤ Fill effect		_____ / 5	
➤ Word Art		_____ / 5	

Total _____ / 40