

## Design Plan Rubric

<b>CATEGORY</b>	<b>5 pts</b>	<b>3-4 pts</b>	<b>1-2 pts</b>	<b>0 pts</b>
Clear Theme purpose	All planned elements support theme	One or more plan elements do not clearly support purpose	Purpose not clear	No theme discussed
Color scheme plan	Color Scheme well and completely planned to support theme	Color scheme mostly supports theme, or colors not all addressed	Color scheme does not support theme	Color scheme plan not discussed
Background plan	Clear plan for background; background supports theme purpose	Background plan not clear, or does not support theme purpose	Background plan inappropriate or incomplete	Background plan not discussed
Master graphics plan	Clear description / illustration of background (master) graphics; all graphics support theme	Some description / illustration of master graphics; one or more graphics do not support theme	Little or no illustration of planned master graphics; two or more graphics do not support theme	No master graphics discussed
Three design arrangements planned	Illustrated three arrangements of master graphics on background; layouts support theme; layouts created using design principles well	One layout illustration missing; layout does not follow good design principles; layout does not support theme purpose	Two layout illustrations missing; layout does not follow design principles; layout does not support theme purpose	No design illustrations included

## Design Project Rubric – Design Template file

<b>CATEGORY</b>	<b>5 pts</b>	<b>3-4 pts</b>	<b>1-2 pts</b>	<b>0 pts</b>
<b>Template file</b> Multiplier – 2	Template (.potx) file turned in separately			No template file turned in
<b>Master Slides</b> Multiplier – 5	Nine (9) master slide layouts created; Elements consistently placed using three basic design layouts so that layouts 'match' Other similar layouts; Appropriate content placeholders present for each layout	One to three layouts missing; Layouts are not consistent or do not 'match' similar layouts; One or more layouts missing content placeholders	Four or more layouts missing; Layouts are not consistent or do not 'match' similar layouts; Several layouts may be missing content placeholders	No masters designed
<b>Theme Support</b> Multiplier – 3	Template design represents theme very well.	Template design somewhat represents theme.	Template design does not represent theme.	No template designed
<b>Template Design/Style</b> Multiplier – 5	Template design is creative and contains no unnecessary graphics; Graphics are appropriate and relate to template purpose; Bullets chosen for all five levels, to support theme Design adheres to project guidelines and good design principles	Template design contains too many graphics; One or more graphics do not relate to the purpose; Bullets mostly support theme or only some levels chosen; Design partially adheres to project guidelines or good design principles	Little or no attempt was made to utilize graphics in template design; Graphics mostly do not relate to purpose; Bullets not chosen to support theme; Design does not adhere to project guidelines or good design principles	No template designed
<b>Background, Text, and Color Scheme</b> Multiplier – 5	Background and text colors complement each other and are consistently easy to read throughout the Layouts; Background is appropriate to the type of slide layout and supports theme purpose; Accent colors are appropriate and complement main content colors	Text size and color inconsistent on slide layouts; Some text may not be easy to read on background; Background is not appropriate to layout, or is not different for different layouts; One or two accent colors do not complement color scheme	Text size and color (would) make it difficult to distinguish information from slide backgrounds; Background is distracting, does not change for each layout type, or does not support theme; Some accent colors inappropriate	No color scheme or background changes evident

## Design Project Rubric – Sample Presentation file

<b>CATEGORY</b>	<b>4 pts</b>	<b>2-3 pts</b>	<b>1-2 pts</b>	<b>0 pts</b>
<b>Presentation file</b>	Presentation (.pptx) file turned in separately			No presentation file turned in
<b>Content</b>	Appropriate content choice to display the different layouts of the design template	Some content less appropriate to display slide layouts;	Much or most content inappropriate to display slide layouts	Little or no content
<b>Title Slide</b>	Includes the theme name and your name	Missing theme name or your name	Missing both names	No Title slide
<b>Title and Content slide with bullets</b>	Illustrates all five levels of bullets; Appropriate content	One or two bullets missing; Less appropriate content	Three or more bullets missing	No slide of this type
<b>Title and Content slide with table or graph</b>	Table or graph included, with information appropriate to the presentation content	Table or graph included, with information less appropriate to the presentation content	Table or graph included, with information inappropriate to the presentation content	No slide of this type
<b>Section Header slide</b>	Appropriate content for the presentation purpose	Less appropriate content for the presentation purpose	Inappropriate content for the presentation purpose	No slide of this type
<b>Two-Column slide with bullets</b>	At least two levels of bullets in each column; Appropriate content	Missing one bullet; Less appropriate content	Missing one complete column or two bullets; Inappropriate content	No slide of this type
<b>Two-Column slide w/ graphics</b>	Two bullets and a graphics; Appropriate content	Missing one bullet or graphic; Less appropriate content	Missing bullets or graphic; Inappropriate content	No slide of this type
<b>Comparison slide</b>	Appropriate content for the presentation purpose	Less appropriate content for the presentation purpose	Inappropriate content for the presentation purpose	No slide of this type
<b>Title Only slide</b>	Appropriate captioned swatches to show color scheme choices not evident on the slide; Creative, attractive arrangement	Missing one or two swatches or captions of color scheme choices not evident on the slide; Arrangement unclear or confusing	Missing three or more swatches or captions of color scheme choices not evident on the slide; Inappropriate arrangement	No slide of this type
<b>Blank slide</b>	Word Art or Smart Graphic with appropriate content; Showcases two or more accent colors from color scheme	Word Art or Smart Graphic with less appropriate content; Showcases one accent colors from color scheme	Word Art or Smart Graphic with inappropriate content; Accent colors from color scheme not used	No slide of this type
<b>Content with Caption slide</b>	Table or graph included, with information appropriate to the presentation content; Table/graph choice different than slide 3	Table or graph included, with information less appropriate to the presentation content; Table or graph format repeated, but with different content	Table or graph included, with information inappropriate to the presentation content; No new information from slide 3	No slide of this type
<b>Picture with Caption slide</b>	Appropriate graphic and caption for the presentation purpose	Less appropriate graphic and caption for the presentation purpose	Inappropriate graphic and caption for the presentation purpose	No slide of this type