

Topic-Design

	Exceeds Expectations	Meets Expectations	Needs Improvement	Below Expectations
Design Creativity and Originality Creative design and original artwork 20 points	Design was unique and interesting. Used more than five original media items.	Design was original. Used three to five original media items.	Made a few changes to background or layout. Used one or two original media items.	Used only design templates. Media and ideas were not original.
Design Layout and Organization Organized and easy to read 20 points	Content was well organized with headings and subheadings. Text and graphics were neatly organized and made the project easy to read.	Project was organized with headings and subheadings. Text and graphics were placed to make the project easy to read.	Most of the project was organized. The placement of text and graphics sometimes made the project hard to read.	Project was hard to read. There is no clear structure. Text and graphics were randomly placed.
Design Color Visual appeal and emotion 20 points	Color choice for backgrounds and text was thoughtful, appropriate, and used consistently throughout. Contrasting colors made text easy to read. Used color to convey emotion.	Color for backgrounds and text was consistent and appropriate. Used contrasting colors to make text easy to read.	Used too many colors. Did not use color for effect. Lack of contrast between background and text colors made text hard to read.	Did not change background or text color.