

PRODUCT ADVERTISEMENT Project Rubric

Criteria	Exceeds Expectations	Meets Expectations	Needs Improvement	Unsatisfactory	Total
Project Specifications	-Started in a new document for print		-Did not start in a new document -Worked in a background that is the incorrect size		/ 5 points
Layer Modes & Styles	-Layer modes and styles were utilized to build depth and interest	-Layer modes and styles were not utilized well -Missed opportunity to add a mode or style	-Some modes and styles were used but more could have/should have been used	-No layer styles or modes were used	/ 5 points
Content & Composition (Product and Logo)	-No square or cut off items -High resolution (crisp & clear) -Clean selection	-Product image could be adjusted for brightness or contrast -Mostly clean selection	-Square or cut off product -Low resolution -Items not selected well	-Items were not selected from their photos or have cut off edges. -Very blurry, background image blurry	/5 points
Brushes	-Brushes are rotated and adjusted -Brush type and color complement product -Brush adds balance and emphasis	-Brushes could have been placed more carefully -More than one instance of the brush is the same -Brush type and color should have been considered more	-Brushes placement does not complement product -Brush type and color do not complement product	-Brushes were not used	/ 5 points
Text (Headline)	-Font choice complements logo text -Layer style on text for contrast and emphasis	-Font choice complements logo text -Text is well placed -Contrast between text and background but no layer style used	-Inappropriate font selection -Text not emphasized well	-Default font used -Spelling errors on text -Text not emphasized	/5 points
Total Points					/25