

J202 Gradesheet: Print Layout

Student name:

TA:

| Graded requirements | Subsets | Emerging | Developing | Mastering |
|-------------------------------|--|---|---|--|
| | Scale | C-F | B-BC | A-AB |
| Text | Point size, leading, column width and depth, font choices, legibility | Illegible type; fonts too large or too small; too many fonts add to clutter; leading too shallow/deep; blocks too wide/narrow or shallow/deep | Font choices and sizes solid but other problems; blocks too wide/narrow, shallow/deep; poor alignment; fonts not a fit for audience or goal | Fonts with appropriate size, leading and personality; strong alignment; no text clutter; fit for audience and goal |
| | Scale | Weak _____ Strong | | |
| Art | Size, placement, runarounds, connection to other content | Art does not fit with other content; run too small or large; cluttered with too many images; not offset from other content with white space | Reasonable fit between art and other content but other issues; weak alignment, contrast or proximity | Art fits with content and emphasizes contrast, alignment and proximity; correctly sized |
| | Scale | Weak _____ Strong | | |
| Headlines and cutlines | Readable, descriptive, concise, placed appropriately | Inaccurate (-10 points per fact error); wordy; fail to emphasize alignment, proximity and repetition; illegible | Accurate but lacking in alignment, proximity or repetition; dull writing; writing repeats what appears in image | Accurate; emphasize alignment, proximity and repetition; descriptive and active writing; add to content |
| | Scale | Weak _____ Strong | | |
| Spacing and balance | White space, margins, leading, runarounds, spatial relationships, offsets/insets | Page appears cluttered or too tightly packed; inconsistent spacing between columns/elements; no offsets or insets where text meets art/box, too heavy to one side | White space used but other elements feel crowded; insufficient space in offsets/insets; margins too narrow/wide | Balanced feel with sufficient white space and offsets/insets |
| | Scale | Weak _____ Strong | | |
| Additional elements | Quote boxes, rules, page numbers, folios, drop caps | Cluttered feel as added elements crowd out content; no added elements on gray page | Added elements used but minor problems, such as overwhelming drop cap or too many rules | Added elements clean and effective, adding to overall appearance of page |
| | Scale | Weak _____ Strong | | |
| Color | Fonts, art, added elements | Competing colors distract from content; colored text illegible; lack of color; unbalanced feel with heavy color in only one area | Color used effectively in some areas but others pose minor problems, such as type outlined in color | Color adds to overall feel and suitability of page; pleasing and productive for message |
| | Scale | Weak _____ Strong | | |
| Overall suitability | Fit for audience and goals | Piece misses point of publication and audience | Piece generally fits audience or goals but not both | Piece fits both audience and goals |
| | Scale | Weak _____ Strong | | |
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| Assignment Grade: | | | | |