

Rubric for Yearbook Page

Name: _____

Date: _____



Level 1 - Limited ability to meet standard and limited effectiveness
 Level 2 - Some ability demonstrated and moderately effective
 Level 3 - Considerable ability demonstrated, considerable clarity or accuracy
 Level 4 - Thorough, high degree of skill demonstrated, insightful, highly accurate

Overall

	Level 4	Level 3	Level 2	Level 1
Headlines & Subheaders	Headlines and subheaders use literary techniques and excellent word choice to inform and delight reader	Headlines and subheaders inform the reader and attempt to use interesting language and/or techniques	Headlines and subheaders are informative	Headlines and subheaders are present but don't address the topic of the page
Body Copy	Writing, in addition to the qualifications to meet expectations, maintains a consistent, engaging, entertaining tone	Writing avoids vague words; is accurate; holds the reader's attention; remains in the third person throughout; remains objective; limits use of adjectives	Writing is concise and objective	Writing is sprawling, choppy, off topic, and/or opinion based
Captions	Captions concisely and entertainingly identify the subject of photo including proper names and location	Captions concisely identify the subject of photo including proper names and location	Captions are present and address subject/location	Captions are sparse, irrelevant, or missing
Originality	Written content is distinguished by compelling creativity without overshadowing the rest of the yearbook	All written content on the page is unique and relevant to subject matter	Originality present in some elements of the page (headlines, captions, etc.) but is missing in others	No writing on the page is identifiable as unique
Typography	Typography contributes to the visual design of the page; typefaces selected are complimentary (not of same family/size/weight) and don't overpower other visual elements	Typefaces selected are complimentary (not of same family/size/weight) and don't overpower other visual elements	Typography is consistent and does not distract the reader	Typography does not follow guidelines and/or headline, body, and caption typeface clash
Color	Color scheme aligns with the rest of the yearbook; any "other" colors utilized are done in a way that compliments the rest book	Color scheme aligns with the rest of the yearbook	Color adheres to yearbook color scheme for the most part, but extra colors chosen are distracting	Color does not adhere to yearbook's color scheme
Photograph(s)	Photos are placed well; high quality pictures selected; significant editing apparent; relevant to subject matter	Photos are relevant to the subject matter; clear and consistent editing present	Photos are relevant to the subject matter	Photos are irrelevant, inappropriate, obfuscated, or do not exist
Adherence to Style Guide	All design elements on page follow yearbook style guide successfully	Most design elements on page follow yearbook style guide	Some design elements on page follow yearbook style guide	None of the design elements on page follow yearbook style guide
Cohesiveness	Typography, color, photographs, and other design elements combine to create an aesthetically pleasing page	Typography, color, photographs, and other design elements combine in a cohesive way	Typography, color, photographs, and other design elements are present	Typography, color, photographs, and other design elements are not present

Comments