

# Publication Design Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Output effectively meets goals of the project	0	1-5	6-10	11-15	
Content appropriately addresses the intended target audience	0	1-3	4-7	8-10	
All pieces show a cohesive tie to one another	0	1-2	3-4	5	
Clear connection to theme throughout materials	0	1-3	4-7	8-10	
Included all information required in project instructions	0	1-3	4-7	8-10	
<b>Use of Software Features</b>					
Appropriate font selection and application (including size, spacing, type, etc.)	0	1-2	3-4	5	
Effective use of special effects (including drop cap, shadow, reverse type, watermark, etc.)	0	1-2	3-4	5	
Appropriate use of technology to enhance design and accomplish project goals	0	1-3	4-7	8-10	
<b>Layout</b>					
Effective use of margins, columns, and white space	0	1-2	3-4	5	
Appropriate selection, placement, and manipulation of graphics	0	1-2	3-4	5	
Applied appropriate alignment, text wrapping, indenting, and bullets	0	1-2	3-4	5	
Overall design impact is appealing and relates to target audience	0	1-5	6-10	11-15	

**Time** \_\_\_\_\_

**Total Points /100 max** \_\_\_\_\_

**Penalty Points.** Deduct one (1) point for each spelling, grammatical, capitalization, or typographical error. \_\_\_\_\_

**Penalty.** Deduct five (5) points for failure to follow guidelines \_\_\_\_\_

**Final Score /100 max** \_\_\_\_\_

Name \_\_\_\_\_

School \_\_\_\_\_

Judge's Signature \_\_\_\_\_

Date \_\_\_\_\_

Judge's Comments \_\_\_\_\_

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