

TYPOGRAPHY PROJECT RUBRIC

Digital Media I
Middle Creek High School



Student's Name: _____

WORD CLOUD TYPOGRAPHY PROJECT

WORD CLOUD TYPE CREATION (45 pts.)

30 Words are utilized to create your design

Score / Possible

/ 15

Various font types are utilized in your design

/ 15

Various font sizes are utilized in your design

/ 15

APPEARANCE (40 pts.)

Creative placement and layout of words

/ 15

Use of color adds to the design, but does not distract or overpower

/ 15

The advertisement properly uses the Elements & Principles of Design

/ 10

PROPER FILE MANAGING (15 pts.)

File was in the proper format (.jpg)

/ 10

File was properly named (last name+first initial + type)

/ 5

Notes:

/ 100