

**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; images 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; 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 of design	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		
Appropriateness of content	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		
Assignment Grade:				