

Graphic Designer Rubric

Score	Descriptor
10 - 9	Creates, chooses, and organizes typography, images, and the so-called “white space” around them to communicate a message skillfully ; informs, persuades, and organizes effectively ; stimulates, locates, and identifies consistently; complete ability to attract attention and provide pleasure through design
8 - 7	Creates, chooses, and organizes typography, images, and the so-called “white space” around them to communicate a message appropriately ; mostly informs, persuades, and organizes; stimulates, locates, and identifies consistently; usually attracts attention and provides pleasure through design
6 - 5	Creates, chooses, and organizes typography, images, and the so-called “white space” around them to communicate a message reasonably ; somewhat informs, persuades, and organizes; stimulates, locates, and identifies consistently; occasionally attracts attention and provides pleasure through design
4 - 3	Creates, chooses, and organizes typography, images, and the so-called “white space” around them to communicate a message with difficulty ; sometimes informs, persuades, and organizes; stimulates, locates, and identifies consistently; rarely attracts attention and provides pleasure through design
2 - 1	Little or no ability to create, choose, and organize typography, images, and the so-called “white space” around them to communicate a message; inconsistently informs, persuades, and organizes; stimulates, locates, and identifies consistently; little or no ability to attract attention and provide pleasure through design

Conversion to HCPS Score

Rubric Score	HCPS Score		Rubric Score	HCPS Score
10	100%		5	75%
9	95%		4	70%
8	90%		3	65%
7	85%		2	60%
6	80%		1	55%