Module Design checklist rubric

All designs must have at least 20 to 24 candid images for the final design.

	Element	Possible Pnts	Earned
1	Focal Point -Dominant element placed. 2 to 3 times larger than others and Feature Story Copy in proximity to focal point.	5	
2	5 modules on double page spread	5	
3	Headline / *Graphic Element 36 to 72 pt. created in Illustrator*	5	
4	Secondary-headline *(must be a - wicket, hamer etc.)*	5	
5	Modules have mini-headlines	5	
6	20 to 24 photos	5	
7	Balance and proximity utilized	5	
8	Typography (no more than 3 fonts) (Fonts enhance the design and readability)	5	
9	pica distance and bleed (sidebar or banner/header bleed - optional)	5	
10	clean design / no awkward spacing / gaps	5	
11	By line (Design by Your Name) Placed below Headline or above feature story.	5	
12	Graphic elements for all modules	5	
13	Color choices are made to enhance the design (color scheme clear)	5	
Score		65	

Comments