

DUAA MODULE DESIGN RUBRIC

Name: _____ # _____

Requirement	Superior	Good	Needs work	Not present
Content / module	Content is appropriate for assigned story and contains 4 to 6 modules.	Content is adequate but limited for assigned story and/or contains 3 modules.	Content not appropriate for assigned or is oversimplified and/or only has one module on the page.	Does not meet standards
Images	There are 20 or more images that are well composed, exposed and in focus.	There are else than 20 images that are somewhat well composed, exposed and or in focus.	There are less than 20 images or there are images that are not well composed, exposed and or in focus.	Does not meet standards
Columns	There is one pica between each column and column design is easily identified.	Columns and pica width is inconsistent.	The majority of elements do not have proper spacing.	Does not meet standards
Spacing	The design has superior sense of proportion, balance and proper use of pica spacing.	The design has some sense of proportion, balance and proper use of pica spacing.	The design has minimal proportion, balance and proper use of pica spacing.	Does not meet standards
Headline	The headline is clear and understandable and is well placed without being typically placed.	The headline is clear and understandable and is somewhat well placed.	The headline is poorly placed and is somewhat clear or seems inappropriate	Does not meet standards
Secondary headline	There is a superior secondary headline that is creative and well placed utilizing the given design options for secondary headlines.	There is a clear secondary headline utilizing the given design options for secondary headlines.	There is secondary headline that does not enhance page or does not use design options for secondary headlines.	Does not meet standards
Boarders and lines / Graphics	There is a superior use of graphic lines and boarders that enhance eye flow. Graphics are intentional and purposful	There is some use of graphic lines and boarders that partially enhance eye flow.	There is a minimal use of graphic lines and boarders that do not enhance eye flow.	Does not meet standards
Focal Point	The design makes great use of a focal point and it is clear.	The design makes some use of a focal point and it is clear.	The design makes poor use of a focal point and it is clear.	Does not meet standards
Copy	There is appropriate copy on topic with no grammar or spelling errors.	There is appropriate copy on topic with minimal grammar or spelling errors.	There is copy on a topic with grammar or spelling errors or there is incomplete copy	Does not meet standards
by lines	All copy and photographers have accurate and well placed by lines/ credits.	Some copy and photographers have accurate and well placed by lines/ credits.	Copy and photographers have few by lines and/or by lines/ credits are poorly placed.	Does not meet standards
Captions	All images are appropriately captioned and people are accurately named.	Some images are appropriately captioned and some people are accurately named.	Few images are appropriately captioned and few people are accurately named.	Does not meet standards
Bleed / proximity / balance	Bleeds are well used, proximity of elements and modules are logical and help eye flow. The graphic elements and photographs are well balanced.	Bleeds are somewhat well used, proximity of elements and modules are not all logical or do not help eye flow. The graphic elements and photographs are not well balanced.	There are poor uses of bleeds Proximity of elements and modules are not helping enhance the design. The graphic elements are not balanced. The photos do not enhance the spread.	Does not meet standards
Gutter	The gutter is well used, at least one item crosses the gutter and no important elements are in the middle of the gutter.	The gutter used, an item crosses the gutter but important elements are in the middle of the gutter.	The gutter is under or poorly utilized.	Does not meet standards
Total 65	5	4	3	2-0
Total				