UNIT #2-Page Design Rubric Assignment #1 and #2

Knowledge and Understanding	Score	/25
• Caption "spacing" (captions are not required but welcomed) is a natural extension of shots so readers know which captions accompany which photos	1 2 3 4 5	
• Dominate elements are clear (e.g. dominate photo is 2-3 times larger than others. Headline is 2x larger then other font)	1 2 3 4 5	
• Eye-line is effective and spans the spread tying in the dominate photo to the headline to the story	1 2 3 4 5	
• All images and text line up on a grid line, never in the middle of a pica (do not add a white background colour, the grid should be visible)	1 2 3 4 5	
• The page is original, unique and shows that you understand the skills taught to maneuver through the software. (If a template is used, it must be evident that 50%min. has been changed)	1 2 3 4 5	

Thinking and Inquiry	Score	/25
• Text alignment is used effectively based on your design (e.g. left justified is used when a image is to the left of the text)	1 2 3 4 5	
• Consistent and proper grid spacing between columns (tight, standard, expanded)	1 2 3 4 5	
• Photo's are placed logically and creatively to spark readers interest and to promote eye flow	1 2 3 4 5	
• A selection of photo choices from the visual variety checklist are used (horizontal, vertical etc.)	1 2 3 4 5	
• A module has been included on your page showing exclusive coverage	1 2 3 4 5	

Communication	Score	/25
• The Principles of Design are used effectively on your page (CHAPS)	1 2 3 4 5	
• Headline and Secondary Headline's are sized correctly and are "unique" and/or "catchy" in order to grab the readers attention	1 2 3 4 5	
• A space for a powerful quote has been well thought out (show rough example) or is included on the page	1 2 3 4 5	
• Names and grades are correct and labeled within the picture	1 2 3 4 5	
• Your dominate photo tells a story	1 2 3 4 5	

Application	Score	/25
• All photos are tagged	1 2 3 4 5	
• Each photo box is properly sized for your layout with your rough or final photo placed inside	1 2 3 4 5	
• A unique element is included (e.g. COB, Mosaic, Graph etc.)	1 2 3 4 5	
• Page was completed on time and named "yourname_pagename#? in the practice page section	1 2 3 4 5 6 7 8 9 10	

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