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| Concert Poster |
| Student Name |
|  | 2 | 4 | 6 | Score |
| Type | Type hard to read |  | Name/Title stand out clearly |  |
| Visual Impact | Muddy look with unclear images |  | Dynamic attention-getting design |  |
| Overall Design | Only a picture | Picture with type | Interesting design elements that show planning and execution. |  |
| Flow or rhythm | Design elements randomly positioned. White space is trapped in the middle of design. | Elements are organized to move viewer’s eye around page. | Elements are organized to move viewers eye to specific points on page. |  |
| Commitment | Minimal amount of time spent. | Some time spent. | Obviously a good deal of time and effort spent. |  |
| Type Prioritization | Little difference between type sizes. | 2 levels of type size or style. | 3 Distinct levels of type. |  |
| Graphic elements (lines, bullets, arrows, or shapes) | There are little or no graphic elements other than photographs. | There are at least 5 graphic elements. | There are more than 5 graphic elements. |  |
|  | Total |           /54 |