COMPETITIVE RUBRICS BY DIVISION

Web Design (HS)

Creativity/Interest
The designer included creative elements to enhance content for an interesting and memorable experience. Concept is focused and shows a great deal of effort and ingenuity.

Navigation
Links for navigation are clearly labeled, consistently placed, and allow the reader to easily move from one page to another. User does not become disoriented.

Layout
Exceptionally attractive and usable layout. Easy to locate important elements. White space, graphic elements, alignment, and fonts were used effectively, and in a consistent and organized manner.

Graphics
Colors are consistent and pleasing. Graphics relate to the purpose/theme of site. Images are thoughtfully placed, cropped, high quality, and enhance interest.

Technical Precision
Links work and point to accurate and current pages. Digital tools were used accurately to create a professional and clean final product. The project demonstrates the benefits of using technology in the creative process.

Graphic Design (HS)

Creativity/Originality
Design creatively represents the company/organization. Concept is focused and shows a great deal of effort and ingenuity.

Overall Appearance
Text, colors, and graphics are attractive and captivate the viewer’s attention.

Craftsmanship
Digital tools were used accurately to create a professional and clean final product. The project demonstrates the benefits of using technology in the creative process.

Design Elements
Text and imagery work together to create a unified and balanced graphic. Appropriate contrast, alignment, and proximity were carefully planned for strong presentation. Elements are arranged to create organized White Space.

Practical Use
Elements are easily recognized and read. Design is free of clutter and complex background imagery. Colors are used consistently with appropriate contrast and appeal.
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Animation (HS)

Creativity/Originality
Design is entertaining/unexpected, shows an advanced level of creative problem solving and original thought.

Craftsmanship
Objects are well-formed without mistakes. Objects, surfaces, and lighting is believable and consistent.

Design Elements
Animation is smooth. Story follows a logical path. Voices, music, and sound effects are appropriately timed and relevant. Text is well designed and consistent with look of animation.

Practical Use
Concept is fully developed. Design is organized in coherent pieces. Planned interaction with user to be intuitive and smooth.

Multi-Dimensional (HS)

Creativity/Originality
Design creatively organizes information. Concept is focused and shows a great deal of effort and ingenuity.

Overall Appearance
Text, colors, and graphics are attractive and captivate the viewer’s attention.

Craftsmanship
Digital tools were used accurately to create a professional and clean final product. The project demonstrates the benefits of using technology in the creative process.

Design Elements
Text and imagery work together to create a unified and balanced layout. Appropriate contrast, alignment, and proximity were carefully planned for strong presentation. Elements are arranged to create organized White Space.

Practical Use
Elements are easily recognized and read. Design is free of clutter. Viewer's attention is lead through layout in organized and intuitive manner.
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Digital Photography (HS)

Creativity/Originality
Photo creatively depicts concept. Concept is focused and shows a great deal of effort and ingenuity.

Overall Appearance
Text, colors, and images are attractive and captivate the viewer’s attention.

Craftsmanship
Digital tools were used accurately to create a professional and clean final product. The project demonstrates the benefits of using technology in the creative process.

Design Elements
Text and imagery work together to create a unified and balanced design. Appropriate contrast, alignment, and proximity were carefully planned for strong presentation. Elements are carefully considered to build a dynamic and engaging composition.

Practical Use
Objects are easily recognized. Composition is effectively arranged for the purpose and message of the image. Colors are used consistently with appropriate contrast and appeal.

Post-Secondary (PS)

Creativity/Originality
Project conveys the concepts of creativity while also being original. Text, colors, and graphics are relevant, attractive and captivate the viewer’s attention. Concept shows a great deal of effort and ingenuity.

Design Elements
Appropriate contrast, alignment, negative space, and proximity were carefully planned for strong presentation. Text (if applicable) and imagery work together to create a unified and balanced product.

Technology/Craftsmanship
Digital tools were used accurately to create a professional and clean final product. The project demonstrates the benefits of manipulating technology in the creative process.

Practical Use
The intended target and the message are easily identifiable.

Memorable
Is it a BIG idea? The project grabs, holds, and stays with you for a while.
**COMPETITIVE RUBRICS BY DIVISION**

**Middle School (MS)**

*1. Please evaluate and rate the above Middle School Digital Lee entry keeping in mind the Graphic Design Elements and Principles of Design.*

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