

Scoring Guide

Design / Content	Execution / Production
<p>Creative, distinctive visual design helps create a high-impact, powerful product</p> <p>10</p> <ul style="list-style-type: none"> a) Selection and arrangement of design elements ● results in a compelling, original design appropriate to audience and purpose b) The visual forms are integral part of a unified, focused, coherent whole, conveying and enhancing the intended message imaginatively and powerfully c) Compositional strengths ■ give the visual components of the presentation “professional” quality 	<p>Mastery of production techniques, materials, and technology help create a high impact, powerful product</p> <ul style="list-style-type: none"> d) Care, control, and craftsmanship are obvious and superior e) Attention to detail and creative use of materials, techniques, or technology give the product a highly-polished, “professional” quality f) Design is carried out with distinctive technical excellence
<p>Engaging visual design helps create an effective, memorable product</p> <p>9.5</p> <ul style="list-style-type: none"> a) Selection and arrangement of design elements ● result in a clear, focused design appropriate to audience and purpose b) Visual forms are well integrated with other communication forms, the product is a coherent, well designed whole which effectively conveys and enhances the intended message c) Compositional strengths ■ are evident and enhance the impact 	<p>Accomplished use of production techniques, materials and technology help create an effective, memorable product</p> <ul style="list-style-type: none"> d) Care, control, and craftsmanship are apparent and consistent e) Persistent attention to detail results in a product with a clean “finished” quality f) Technical quality is sufficient to successfully carry out the design and convey the intended message
<p>The visual design as a whole supports the overall message and intent of the product</p> <p>8.5</p> <ul style="list-style-type: none"> a) Selection and arrangement of design elements ● are appropriate to audience and purpose, though some design decisions may be less effective than others b) Visual forms are consistent with the intended message, though they may be a separate, somewhat artificial part of the product of presentation c) Some composition ■ weakness may be present but do not interfere with the message conveyed in other parts of the product 	<p>Production techniques, materials, and technology adequately support the design and convey the overall message and intent of the product</p> <ul style="list-style-type: none"> d) Care, control, and craftsmanship are evident, though sometimes inconsistent e) Errors of weakness are present but minor, and do not confuse the message f) The design and intent are carried out. But in predictable simplistic ways
<p>Elements of the visual design detract from the message and or purpose of the product</p> <p>7.5</p> <ul style="list-style-type: none"> a) Selection and arrangement of some design elements ● may be inappropriate, mundane or ineffective b) Elements of the visual forms may detract from the impact of the intended message; relationship between visual forms and purpose/message may be vague, superficial, or confusing: gaps or redundancies may be present c) Composition ■ may be weak or awkward and may detract significantly from the impact of the product 	<p>Inconsistent skill or effort in production techniques, materials, and technology begin to detract from design, purpose, and/or message of the product</p> <ul style="list-style-type: none"> d) Problems with care control or craftsmanship result in a noticeably uneven overall quality e) Omissions, errors, or weaknesses interfere somewhat with the message f) Uneven technical quality mars the design. The project is in and unfinished state.
<p>Design problems dominate the product, resulting in a confusing incoherent whole</p> <p>6.5</p> <ul style="list-style-type: none"> a) Design elements ● seem haphazardly selected and arranged: there is little evidence of conscious design decisions b) Elements of the visual forms may detract from, contradict, or obscure the intended message; no central focus is discernible: may be error-ridden c) Most composition ■ decisions seem not to have been addressed 	<p>Problems with production techniques, materials, and/or technology dominate the product</p> <ul style="list-style-type: none"> d) Through the beginning levels of control of craftsmanship are evident, they are not adequate to meet the demands of the design and/or purpose e) Omissions, errors, or weaknesses focus attention away from message or may even lead to a confused, contradictory message f) Little effort was shown, the project is unfinished
<p>Lack of deliberate, coherent, skilled design precludes success in conveying the intended message</p> <p>5.5</p> <ul style="list-style-type: none"> a) Design elements ● are ineffective, inappropriate, or inaccurate; no overall design is discernible b) Visual forms do not convey any message or appear to serve a discernible purpose c) The product does not seem to be the result of purposeful composition ■ 	<p>Inability to control production techniques, materials, and/or attention becomes the salient feature of the production</p> <ul style="list-style-type: none"> d) Lack of care, control, craftsmanship, and/or attention becomes the salient feature of the production e) Little or none of the purpose or meaning is achieved because of the technical flaws f) No effort was shown. The project was unfinished

- Design elements (e.g. line, shape, color, texture, value, form, text, type, story, movement)
- Composition (e.g. balance, rhythm, rhythm repetition, contrast)