

CRITERIA	LEVEL 5 5 POINTS	LEVEL 4 4 POINTS	LEVEL 3 3 POINTS	LEVEL 2 2 POINTS	LEVEL 1 1 POINT	CRITERION SCORE
COLOUR	Effective use of a colour scheme enhances the overall visual appeal and communicates the intended message.	Colour choices are appropriate and contribute positively to the design but could be slightly improved for better impact.	Colour usage is decent, but some choices may not fully align with the intended message or may lack cohesion.	Colour choices are inconsistent or detract from the design, making it difficult to understand or visually unattractive.	Colours are poorly chosen or misapplied, significantly hindering the effectiveness of the design.	/5
TYPOGRAPHY	Exceptional demonstration of typographic expertise. The typeface is well-chosen, consistent, and effectively contributes to the hierarchy and readability of the design.	Demonstrates a satisfactory level of typographic expertise. The choice of typeface is generally appropriate and readable, with minor inconsistencies or areas for improvement.	Demonstrates an acceptable level of typographic expertise. There may be some inconsistencies that detract from the overall readability and coherence of the design.	Typeface choices are distracting, difficult to read or do not align with the design's purpose.	Typeface choices significantly hinder the effectiveness of the design, making it hard to understand or unattractive.	/5
FUNDAMENTALS OF DESIGN	Demonstrates a strong understanding of design principles such as balance, contrast, unity, and emphasis.	Design exhibits competency in applying fundamental design principles, but there may be minor areas for improvement.	Some elements of design principles are present but could be better executed or more consistently applied.	Lack of understanding or application of fundamental design principles results in a disjointed or ineffective design.	The design lacks the fundamental elements necessary for effective communication or visual appeal.	/5
LAYOUT AND COMPOSITION	The layout is well-organized, and balanced, and effectively guides the viewer's eye through the design.	Layout and composition are generally effective, but there may be minor issues with alignment or spacing.	The layout is somewhat cluttered or lacks a clear hierarchy, making it difficult to navigate or understand.	The layout is poorly structured, detracting from the overall cohesiveness and effectiveness of the design.	The layout significantly hinders the overall design's ability to convey its message or purpose.	/5
IMAGE SELECTION	Images are carefully chosen, high-quality, and directly support the design's purpose and message.	Images complement the design well and contribute positively to the overall aesthetic.	Images are somewhat relevant but may not fully enhance the design or could be improved for better impact.	Choice of Images are detracting from the overall effectiveness of the design.	Images are poorly chosen or completely unrelated to the design, undermining its purpose.	/5
ADHERENCE TO INSTRUCTIONS	The design fully meets all specified requirements and instructions provided.	Design mostly adheres to instructions but may have minor deviations or areas for improvement.	Some aspects of the design align with instructions, but there are notable deviations or omissions.	Design deviates significantly from provided instructions, impacting its ability to fulfill its intended purpose.	The design fails to meet most or all of the specified requirements and instructions.	/5
					OVER ALL SCORE	/30