DVD Cover Rubric

Student:_____   Grade:_____/60

	10 pts	8 pts	6 pts	4 pts
Attractiveness /Overall look	The cover is exceptionally attractive in terms of design, layout, and neatness.	The cover is attractive in terms of design, layout, and neatness.	The cover is acceptably attractive though it may be a bit messy.	The cover is distracting, and not very attractive with a poor layout.
Typography	The fonts are exciting, engaging, interesting, and appropriate for the areas used, title, body copy, etc. No moe than 3 typefaces used.	The fonts are mostly exciting and interesting. They are mostly appropriate for the areas used. No moe than 3 typefaces used.	The fonts are not exciting or very interesting, and not all are appropriate for the areas used.	The fonts could use help. They lack attractiveness and appropriateness.
Layering& Interest/	Several of the graphics reflect an exceptional degree of creativity and interest. Lots of layering used effectively.	A few of the graphics reflect an exceptional degree of creativity and interest. Some layering used.	One or two of the graphics reflect student creativity and interest. Little layering used.	Very little student creativity and interest. No layering used.
Imagery & Believability	Chosen photographic elements are appropriate and believable. Exceptionally blended with a very polished appearance.	Chosen photographic elements are mostly appropriate and believable. Blending is good with a slightly polished appearance.	Chosen photographic elements are not appropriate and/or believable. Blending is fair and could use a bit more polish.	Chosen photographic elements are not appropriate orbelievable. Blending is not evident and the overall pckage needs work.
Overall Concept/idea	Idea is original, interesting and fits perfectly with the genra.	Idea is somewhat original, and fits with the genra well.	Idea is not very original, and fits fairly with the genra.	Idea is not original, and/or does not fit with the genra.
Includes all the required items.	**All items are included:** Title on cover, Title on spine, Tagline, Summary, Credits, Ratings & DVD symbol, Grungy montage, Blended cover image, 3 small back images.	Missing one or 2 of the required items.	Missing 3 or 4 of the required items.	Missing more than 4 of hte required items.

Answer Questions on Back

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12 points for Questions:

1. How is your use of typography appropriate for your cover? _____

_____

_____

2. Did you successfully execute your original idea, if so, how? _____

_____

_____

3. What was the most difficult portion of this assignment? _____

_____

_____

4. What is your favorite part of your cover? _____

_____

_____

5. What would you change to make your cover better? _____

_____

_____

6. How much of your cover is original or royalty free and could it be considered fair use? Why? _____

_____

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