Name:	_
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## Invitation Rubric

	15	12	9	6
	Clear Focal	Somewhat clear	Somewhat unclear	Unclear Focal
Emphasis &	point. Balanced	Focal point.	Focal point.	point. Somewhat
Balance	layout. Visually	Somewhat	Somewhat unbalanced	unbalanced
	/ Evenly fills the	balanced layout.	layout. Somewhat fills	layout. Does not
	space.	Fills the space well.	the space.	fill the space.
	Invitation reads	Invitation	Invitation reads with	No visual
Visual	with the event	somewhat reads	the event title first,	hierarchy in a
Hierarchy	title first,	with the event title	but looses it's	sensible way.
	through the	first, through the	hierarchy after that.	
	essential	essential		
	information,	information, and		
	and with RSVP	with RSVP as the		
	as the least	least important.		
	important.			
	Includes all the	Includes most	Includes some	Missing the
Essential	essential	(missing 1-2) the	(missing 3-4) the	essential
Information	information	essential	essential information	information
		information		
Format: 3	Uses correct	Almost uses correct	Too many/few colors.	Too many/few
colors, One	number of	number of colors.	Includes a somewhat	colors. No
Simple Graphic,	colors. Includes	Includes a	foreign graphic. Is	graphic.
5"x8"	a well thought	somewhat well	drawn close to 5"x8"	included
) X0	out graphic. Is	thought out	drawii close to ) xo	Wrong size/
	drawn at 5"x8"	graphic. Is drawn at		proportion.
	diawii at ) xo	5"x8"		proportion.
	Font choices are	Font choices are	Font choices need	Font choices
Typography	well thought	good (could use a	help (too many or	need help (too
71 6 1 7	out. Uses	change or 2). Uses	few). Uses Envelope	many or few).
	Envelope distort	Envelope distort	distort &/or Warp. Is	Uses Envelope
	&/or Warp. Is	&/or Warp. Is	readable with fair	distort &/or
	readable and	readable and	Kerning and leading.	Warp. Is
	exciting with	somewhat exciting		readable with
	excellent	with good Kerning		poor Kerning
	Kerning and	and leading.		and leading.
	leading.			

If you needed an invitation for an event, would you use this Invitation? Why?				
What is your most favorite part of your invitation? Why?				
What is your least favorite part of your invitation? Why?				
What is one thing you learned by doing this project?				