

Name: _____

Invitation Rubric

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