

Say Something

Poster Design: 11 x 17 vertical or horizontal, or 11 x 11 square.
 Interpret Prompt: Say Something - supporting the Sandy Hook Promise. Exciting and engaging visual design with a call to action.

	5	4	3	2
Visual layout	Excellent approach to original thinking and expression, with evidence of risk taking and new ideas.	Competent development in expression of creative idea with evidence of risk taking and new ideas.	Improved thinking and expression in development or creative idea but with limited risk taking.	Novice and restricted approach to developing the idea with no evidence of risk taking.
Craft	Excellent understanding and application of the elements of art. Great attention to detail (alignment, kerning, color scheme, Typography is complimentary of one another and 3-5 fonts were used.etc.)	Competent understanding and application of the elements of art. Good attention to detail (alignment, kerning, color scheme, Typography is complimentary of one another and 3-5 fonts were used.etc.)	Improved understanding and application of the elements of art. Adequate attention to detail (alignment, kerning, color scheme, Typography is complimentary of one another and 3-5 fonts were used.etc.)	Novice understanding and application of the elements of art. Little attention to detail (alignment, kerning, color scheme, Typography is complimentary of one another and 3-5 fonts were used.etc.)
Composition	Demonstrated: Placement of Design Elements; thoughtful visual hierarchy, Great use of emphasis and balance of positive and negative space.	Partially Demonstrated: Placement of Design Elements; thoughtful visual hierarchy, Great use of emphasis and balance of positive and negative space.	Not Effectively Demonstrated: Placement of Design Elements; thoughtful visual hierarchy, Great use of emphasis and balance of positive and negative space.	Not Demonstrated: Placement of Design Elements; thoughtful visual hierarchy, Great use of emphasis and balance of positive and negative space.
Content & idea Creativity	Demonstrated: Creative and thoughtful interpretation of the prompt "Say Something." Created visual meaning with a clear call to action.	Partially Demonstrated: Creative and thoughtful interpretation of the prompt "Say Something." Created visual meaning with a somewhat clear call to action.	Not Effectively Demonstrated: Creative and thoughtful interpretation of the prompt "Say Something." Somewhat created visual meaning with a weak or little call to action.	Not Demonstrated: Creative and thoughtful interpretation of the prompt "Say Something." Did not create visual meaning and there was no call to action.

Score _____/20