



GRADING RUBRIC - GRID DESIGN

AN *EXCEPTIONAL* LAYOUT EXHIBITS ALL OF THE FOLLOWING CHARACTERISTICS:

- Spread is set up in grids and elements exactly fill the grids while following a horizontal eyeline.
- The design is anchored on all four margins.
- White space is to the outside of the layout.
- Levels of white space are used to clearly package elements, unify the spread and highlight special content.
- The dominant, placed near the center, is at least two to two-and-a-half times bigger than other elements.
- At least one photo contrasts with the shape of the dominant.
- There are adequate photos to tell the story which are clustered towards the center of the spread.
- Captions “touch” each photo they describe or are clustered with clear photo labeling. There is room for two- or three-sentence captions.
- Copy is to the outside of the spread with a headline leading into the copy.
- Margins — internal and external — are consistent, except for bleed photos.
- Type size and packaging creates a clear hierarchy of content.

A *COMMENDABLE* LAYOUT EXHIBITS ALL OF THE FOLLOWING CHARACTERISTICS:

- Spread is set up in grids and elements exactly fill the grids while following a horizontal eyeline.
- The design is anchored on all four margins.
- White space is to the outside of the layout.
- Levels of white space are used to clearly package elements, unify the spread and highlight special content.
- The dominant, placed near the center, is at least two to two-and-a-half times bigger than other elements.
- The design is anchored on all four margins.
- There are nearly adequate photos on the spread, and photos are clustered at the heart of the spread.
- Captions “touch” each photo they describe or, if clustered, photos are labeled.
- Copy is to the outside of the spread with a headline leading into the copy.
- Margins — internal and external — are consistent, except for bleed photos.

AN *ADEQUATE* LAYOUT EXHIBITS ALL OF THE FOLLOWING CHARACTERISTICS:

- Spread is set up in grids and most elements fit within the grids. A horizontal eyeline is present on most spreads.
- The design may be anchored on all four margins.
- White space is predominately to the outside of the layout.
- Levels of white space are used inconsistently or without purpose.
- The dominant element is larger than the others and is placed near the center of the spread.



- There are nearly adequate photos on the spread. Captions are near the photos they describe, or they may be clustered.
- Copy is to the outside of the spread, but the headline may not lead effectively into the copy.
- Margins — internal and external — are not consistently maintained.

A LAYOUT WITH *SOME EVIDENCE OF ACHIEVEMENT* EXHIBITS THE FOLLOWING CHARACTERISTICS:

- Spread is set up in grids, but elements frequently do not fit the grids. There may not be a horizontal eyeline.
- White space may be trapped on the inside of the layout.
- The design is anchored on at least one margin.
- There may not be a clear dominant; photos may maintain consistent internal margins.
- There are inadequate photos to tell the story and/or the photos are randomly placed.
- Captions may be near the photos they describe or clustered, but the photos in the clustered caption are not labeled.
- Copy is to the outside of the spread, but headlines do not lead effectively into the copy.
- External margins are not clear.

A LAYOUT WITH *LITTLE OR NO EVIDENCE OF ACHIEVEMENT* EXHIBITS THE FOLLOWING CHARACTERISTICS:

- No apparent grid structure or eyeline.
- There is an inadequate number of photos and no one photo is clearly dominant.
- Captions are sandwiched together between photos or are lacking.
- Copy and headlines are randomly placed.
- White space is randomly placed on the spread.
- Internal and external margins are lacking.