



GRADING

RUBRIC - COLUMN DESIGN

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

- Spread is set up in columns and elements fit exactly into the columns while following a horizontal eyeline.
- The design is anchored on all four margins.
- White space is to the outside of the layout.
- 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 and the photos are clustered to 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.

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

- Spread is set up in columns
- White space is to the outside of the layout.
- The dominant, placed near the center, is at least two to two-and-a-half times bigger than other elements.
- Every element on the spread fits exactly into columns and may follow a horizontal eyeline.
- The design is anchored on all four margins.
- There are adequate photos to tell the story and the photos are clustered to the center 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.

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

- Spread is set up in columns and elements generally fit the columns while following a horizontal eyeline.
- White space is predominately to the outside of the layout.
- The dominant element is larger than the others and is placed near the center of the spread.
- There are adequate photos to tell the story.
- 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.
- External margins are not maintained. The design is not anchored on all four margins.



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

- Spread is set up in columns, but elements may not always fit columns.
- The design is anchored on at least one margin.
- White space is may be trapped on the inside of the layout.
- There are inadequate photos to tell the story and/or the photos are randomly placed.
- There may not be a clear dominant; photos may maintain consistent internal margins.
- Captions may be near the photos they describe or grouped together in one spot.
- Copy is to the outside of the spread.
- External margins are not clear.

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

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