

Layout & Design Rubric

Modified for: Your First Pagemaker DPS

Criteria	Level 4	Level 3	Level 2	Level 1
I. Photos	<ul style="list-style-type: none"> -Photographic (photo rubric) conventions followed capturing a moment in time. -Eye direction leads from top left to bottom right. -A dominant photo draws interest to the page. -All photos have been saved as .tiff -proper dpi for B&W -proper dpi for Colour -One PICA spacing between all elements. 	<ul style="list-style-type: none"> -Eye direction leads from top left to bottom right. -A dominant photo draws interest to the page. -All photos have been saved as .tiff - proper dpi for B&W - proper dpi for Colour -One PICA spacing between all elements. 	<ul style="list-style-type: none"> -Eye direction leads from top left to bottom right. -A photo draws interest to the page. -All photos have been saved as .tiff - proper dpi for B&W - proper dpi for Colour -Most elements have one PICA spacing. 	<ul style="list-style-type: none"> -Pictures are posed. -No focal point is distinguishable. -No dominant photo -Photos are not proper format. -Improper dpi -Inconsistent spacing between all elements.
II. Type/Text	<ul style="list-style-type: none"> -Copy (copy rubric) conventions followed with exceptional skill. -Consistency with fonts used -Headline is easy to read, proper font, attracts reader's attention and to copy. -Captions assist the pictures and the story being told on the DPS. -One PICA spacing between all elements. 	<ul style="list-style-type: none"> -Copy (copy rubric) conventions followed. -Headline is easy to read, proper font, attracts reader's attention and to copy. -Captions assist the pictures and the story being told on the DPS. -One PICA spacing between all elements. 	<ul style="list-style-type: none"> -Copy (copy rubric) conventions followed at basic level. -Headline is not easy to read, mixed fonts, not linked to copy. -Some captions. -Most elements have one PICA spacing. 	<ul style="list-style-type: none"> -Copy (copy rubric) conventions not followed. -Headline is missing. -Captions do not include names or quotes. -Inconsistent spacing between all elements.
III. White Space	<ul style="list-style-type: none"> -Used to frame other elements, adds emphasis to certain areas, gives relief from heavy areas of photos or copy. -Consistent external and internal margins, no elements in the gutter. 	<ul style="list-style-type: none"> -Used to frame other elements, adds emphasis to certain areas. -Consistent external and internal margins, no elements in the gutter. 	<ul style="list-style-type: none"> -Inconsistent external and internal margins, elements in the gutter create confusion or cut off elements. 	<ul style="list-style-type: none"> -Not used effectively to balance elements on page. -Inconsistent external and internal margins, elements in the gutter create clutter and confusion.
IV. Extras	<ul style="list-style-type: none"> -Watermarks used to increase use of "dead-space". -All design principles followed and layout assists in telling story. -All links included/saved properly. 	<ul style="list-style-type: none"> -Watermarks present. -Design principles followed and layout assists in telling story. -All links included/saved properly. 	<ul style="list-style-type: none"> -Watermarks add clutter. -Most design principles followed. -Most links included/saved properly. 	<ul style="list-style-type: none"> -Watermarks used to increase use of "dead-space". -Design and layout has no relation to the story. -All links not included and/or not saved properly.