

Legion Branch 91 T-Shirt Design Rubric

| | Professional | Apprentice | Developing |
|-------------------------------------|--|--|---|
| Clarity of Message/Symbolism | Message/Symbolism is bold, compelling and goes beyond the obvious | Message is clear. Symbolism may be obvious. | Message/Symbolism may need clarity and may not easily be identifiable. |
| Alignment | At least one bold line helps to organize the work for the reader. Alignment is perfect and enhances overall look. | Elements of design are effectively aligned and enhance the overall look. | Elements are simply aligned but may lack order or look clustered, making design hard to follow. |
| Balance of Design | Elements are placed purposefully and precisely so reader can clearly see what is important and what the connections/purpose are. Words enhance logo (if used) and support overall balance of design. | Text/Graphics are placed strategically but connections/purpose may not be clear. Words do not interfere with logo (if used) but may create imbalance of design. | Design elements are confusing and connections are difficult to make. Words may clash with logo decreasing readability. May create imbalance in design. |
| Color | Color enhances meaning and message of the design. Color increases clarity of design for readability. | Color is appropriate and does not clutter the design. Colors do not clash or make reading difficult. Different color choice could enhance clarity for readability. | Color choices may clash and or make readability difficult. Color choice may not allow for wording (if used) to stand out. |
| Lettering/Font | Fonts are clear and create a strong visual connection. Fonts enhance design. Sizing is appropriate. | Fonts are appropriate for readability but may lack variety for greater impact on reader. | Font choices clash. Fonts may create distraction and make readability difficult. |
| Final Product Submission | There are no noticeable imperfections. Work is clear, neat and 'camera-ready'. | There may be the odd imperfection. Touch-ups may be required before going to printer | Imperfections are evident and may be distracting. Not 'camera-ready' without major changes. |
| Logo (if used) | Logo is clear and, if dominant, presents a strong message/symbol that readers will understand. Logo is distinct from wording (if any) and does not stand alone. | Logo is clear and distinct from wording (if used). It may require explanation for readers who are unfamiliar with subject. | Logo may not be clear or easy to understand by readers. Wording (if used) clutters the logo and spacing or the logo distracts from wording/message/purpose. |

Developed by Gerry Brennan using concepts from:

1. Graphic Design1 Syllabus, Ashley Garza @ <https://www.pinterest.ca/pin/61291244907469155/>
2. BC Art Education Curriculum @ <https://www2.gov.bc.ca/gov/content/education-training/k-12/teach/resources-for-teachers/curriculum#subjects>
3. Emily Carr University of Art and Design Brand Guidelines @ https://www.ecuad.ca/assets/pdf-attachments/2750_ECU-Brand-Guidelines_8-5x11_Feb2018.pdf