

Skill area	a	b	c	d	f
In general terms	Does everything required, does it well, and has that extra spark of brilliance that makes us wish we had done it, tell others about it, brag about knowing you, etc.	Does everything required, and does it well with some nice touches. Good craftsmanship.	Does everything required. It's complete but fairly ordinary and what you'd expect. Expects an A and effusive praise.	Does most of what's required, but not all. Usually has excuses.	Makes a mess or doesn't show up.
Target Audience	The target audience has been properly identified as regards age, gender, socioeconomic range, sophistication, interests, etc, and the look and feel of the design suits them perfectly. There are some inspired touches.	The target audience has been properly identified as regards age, gender, socioeconomic range, sophistication, interests, etc, and the look and feel of the design suits them well. There are some nice touches.	The target audience has been properly identified as regards age, gender, socioeconomic range, sophistication, interests, etc, and the look and feel of the design suits them adequately. It's pretty much what you would expect.	The target audience is unclear, and the look and feel of the design seems more about the designer's favorite style, fonts and colors than any particular audience.	The design is inappropriate for the target audience, perhaps the type is small for older people, or the colors or fonts clash with the type of people you're supposed to reach.
Information	Information is complete and accurate. Names are spelled correctly. Credits are given for photos or illustrations. Just the right amount of information is given in an impactful form.	Information is complete and accurate. Names are spelled correctly. Credits are given for photos or illustrations. A reasonable amount of information is given in a reasonable amount of words.	Information is complete and accurate. Names are spelled correctly. Credits are given for photos or illustrations. The right amount of information is given, but it could be in a more concise form.	Information is inaccurate, or incomplete. Contributors aren't credited. Too many words obscure the information.	Information is misleading or plagiarized.
Impact	The design gets its message across loud and clear, in a memorable way. It has a memetic effect, and soon captures all minds. Got Milk?	The design gets its message across loud and clear, in a memorable way.	The design gets its message across loud and clear.	The message is muddled, unclear.	The wrong message is communicated.

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Spelling, grammar	There are no spelling or grammatical mistakes. Punctuation is used to enhance meaning and readability. Abbreviations are used only where appropriate. Proper en and em dashes are used.	There are no spelling or grammatical mistakes. Punctuation is used to good effect. Abbreviations are used only where appropriate. Proper en and em dashes are used.	There are no spelling or grammatical mistakes. Punctuation is used properly as are en and em dashes.	There are more than two mistakes in spelling, punctuation or grammar. Too many abbreviations are used.	There are many spelling and/or grammatical mistakes. Punctuation is not used well. There are too many abbrevs.
Writing	Words are used appropriately, and seem perfectly chosen to create a vivid mental picture or otherwise add to the design. Writing is original, pithy and conveys all necessary information, making it fun or compelling to read and commanding attention. Got Milk?	Words are used appropriately, and seem well-chosen. There's not so much writing that consumers won't bother to read it, but information seems complete and original, and interesting to the consumer.	Words are used appropriately, but seem fairly ordinary and not particularly interesting. Clichés are used. There's not too much writing.	Words are used awkwardly or improperly, and/or there's just too much writing, and it looks like a brick wall of type and no one will read it.	Words are used awkwardly or improperly, and/or there's just too much writing, and it looks like a brick wall of type and no one will read it. And besides, it's just cut and pasted from another source.
Organization, clarity	Design has a logically organized structure. Consumers can easily and intuitively find information and are drawn through the piece in a natural progression.	Design has a logically organized structure. Consumers can easily find information and are drawn through the piece in a natural progression.	Design has an organized structure. Consumers can find information.	Design has a semi-organized structure. Consumers can get a little lost trying to find information.	The design is a frustrating maze. Content is muddled and confused. It's daunting to try to find information.
Humor	The design uses appropriate humor brilliantly to serve the product and reach the target audience.	The design uses appropriate humor well to serve the product and reach the target audience.	The design uses appropriate humor to serve the product and reach the target audience.	The design uses gratuitous humor that doesn't really serve the product or reach the target audience.	The design uses inappropriate humor which insults the product and target audience.

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Craftsmanship	Files are intelligently structured, with no extra pixels, vectors or content boxes, depending on software used. Type is beautifully spaced, details are clean and accurate, graphics are sized and cropped for minimum file size at the right resolution. Files are complete, organized and named logically.	Files are reasonably structured, with a minimum amount of extra pixels, vectors or content boxes, depending on software used. Type is well spaced, details are clean and accurate, graphics are sized and cropped for minimum file size at the right resolution. Files are complete, organized and named logically.	Files are structured, with not many extra pixels, vectors or content boxes, depending on software used. Type is adequately spaced, details are clean and accurate, graphics are sized and cropped for reasonable file size at the right resolution. Files are complete, organized and named logically.	Files are not intelligently structured, there are extra pixels, vectors or content boxes, depending on software used. Type isn't well spaced, details aren't clean and accurate, graphics aren't sized and cropped for minimum file size at the right resolution. Files are not complete, not organized and not named logically.	Files are a nightmare of extra pixels, vectors or content boxes, depending on software used. Type is badly spaced, details are messy, graphics are huge files, need cropping, and are not at the right resolution. Files are unorganized and named in ways that make no sense to anyone except the creator.
Software	The right software for the job is used, not just what is comfortable for the designer. The software isn't the focus of the design, but is used to great effect.	The right software for the job is used, not just what is comfortable for the designer. The software isn't the focus of the design, but is used to good effect.	The right software for the job is used, not just what is comfortable for the designer. The software isn't the focus of the design, but is used reasonably well.	The software used was what was comfortable for the designer, but other software would have suited the job better. Or the software is too important in the design, overshadowing the purpose.	The wrong software for the job is used because the designer didn't know any better. Or the software is too important and eclipses the purpose of the design.
Visual Hierarchy	Visitors intuitively get the most important information immediately, and other content is designed to be noticed in a purposeful order, from most important to least.	Visitors usually notice the important information first, and other content is designed to be noticed in a purposeful order, from most important to least.	Visitors often get the most important information first, and other content is somewhat in order of importance.	Visitors have to look around a bit to sort out the information and find what's important.	Visitors have a hard time trying to find important information.

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Dynamic	Design has the perfect degree of movement or serenity to appeal to the target audience and suit the product. It doesn't look stagnant.	Design has a good degree of movement or serenity to appeal to the target audience and suit the product. It doesn't look stagnant.	Design has enough movement or serenity to appeal to the target audience and suit the product. It doesn't look stagnant.	Design has too much movement or serenity to appeal to the target audience and suit the product. It may be a bit stagnant.	Design has an inappropriate degree of movement or serenity and is off-putting to the target audience and product. It looks stagnant or frenetic.
Use of positive / negative space	The balance of positive and negative space is used deliberately to control the amount of visual tension, draw attention to isolated elements and imply the level of refinement of the product or message.	The balance of positive and negative space is used deliberately to control the amount of visual tension, and draw attention to isolated elements of the design.	The balance of positive and negative space is used deliberately to control the amount of visual tension in the design.	The balance of positive and negative space is not used deliberately.	The balance of positive and negative space creates distracting visual tension, or isolates elements that shouldn't be emphasized.
Fonts	Fonts make the design easy to read, and fit perfectly into the overall look and feel of the design, becoming a strong part of the overall identity where called for. Combinations of fonts are harmonious and not too many fonts are used per design.	Fonts make the design easy to read, and fit well into the overall look and feel of the design, becoming a part of the overall identity where called for. Combinations of fonts are harmonious and not too many fonts are used per design.	Fonts make the design easy to read, and fit into the overall look and feel of the design, becoming a part of the overall identity where called for. Combinations of fonts are harmonious and not too many fonts are used per design.	Fonts make the design difficult to read, and/or don't fit well into the overall look and feel of the design. Too many fonts are used, creating a noisy, annoying design.	Fonts make the design difficult to read, and don't fit with the overall look and feel of the design. Special fonts are used where they're not called for, too many fonts are used. It's a mess.

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Color	Color scheme is perfect for the target audience and the contrast between background color and texture, text and other elements enhances legibility and helps define the logical structure of the design so use is more intuitive. There is consistency throughout the design. Files are in the appropriate color mode.	Color scheme is good for the target audience and the contrast between background color and texture, text and other elements supports legibility and helps define the logical structure of the design so use is more intuitive. There is consistency throughout the design. Files are in the appropriate color mode.	Color scheme is adequate for the target audience and the contrast between background color and texture, text and other elements don't interfere with legibility. There is consistency throughout the design. Files are in the appropriate color mode.	No apparent color scheme and the contrast between background color and texture, text and other elements interferes with legibility and confuses the audience. Too many colors are used, so the design seems like a patchwork, and it's not clear pages or pieces are from the same design. Files are not in the appropriate color mode.	Colors inappropriate for the target audience and the contrast between background color and texture, text and other elements make it illegible and confuses visitors. Too many colors are used, so the design seems like a patchwork, and it's not clear pages or pieces are from the same design. Files are not in the appropriate color mode.
Originality	The design doesn't look like every other design of its genre. It conveys something uniquely imaginative and memorable that furthers its content, and compels its audience to return and show the design to others.	The design doesn't look like every other design of its genre. It conveys something fairly imaginative that furthers its content.	The design doesn't look like every other design of its genre, and nothing is lifted from others, but not much stands out as uniquely imaginative or memorable.	The design looks like every other design of its genre. Some things are copied from other designs.	The design looks like every other design of its genre, because it's a patchwork of stolen ideas, artwork, etc.
Credits and Copyrights	Credits are given and copyrights are honored. Names are spelled correctly.	Credits are given and copyrights are honored. Names are spelled correctly.	Credits are given and copyrights are honored. Names are spelled correctly.	Most credits are given and copyrights are honored. Names are not all spelled correctly.	Credits are not given and copyrights are not honored.
Ethics	The design serves a high moral service and furthers the public good, brings about world peace, etc.	The design furthers the public good.	The design doesn't hurt anyone.	The design is for something inane but innocuous.	You have gone to the dark side and are promoting the forces of EVIL!