

Magazine Cover Grading Rubric

| | Effective Use | Adequate Use | Sparse Use | Attempted Use |
|---|--|---|---|--|
| Picture relating to main story x1 | 4 Picture relating to main story used or headline, appropriate pose, goes with the theme of the magazine, is high resolution (clear) | 3 Picture relates to main story or headline, but lighting is off, pose doesn't really go with the theme/ headline of magazine, or isn't high resolution | 2 Picture doesn't go with theme or headline of magazine, is low-resolution (unclear, blurry, pixelated) | 1 No picture, or picture is has absolutely nothing to do with the magazine and is low-resolution, etc. |
| Aesthetics (neatness and overall look of project x1 | Everything looks professional (meaning when placed next to a real magazine it looks very similar), theme was followed, looks "real" | Somewhat professional, Partial theme used looks "real-ish") | Some attempt at neatness no theme used, looks "really fake" | No regard for neatness, no theme, not finished, looks "really fake" |
| Line thickness, color, shapes, size, space, shadow to show contrast x2 | Definitely shows contrast well using multiple elements | Attempt made at contrast shows contrast using multiple elements | Small attempt made using one or more of the elements | Contrast is not present/ little or no attempt made to use the elements in #3 |

| | | | | |
|---|---|---|--|---|
| Main headline/ sub headline x2 | Included an appropriate headline and sub 'line that goes with mag theme | Included both headlines but not appropriate and/ or doesn't go w/ theme | Only one headline included appropriate and goes with theme of magazine | One or no headline included not appropriate and/ or does not go with the theme of mag |
| 3 smaller storylines included x2 | Included 3 smaller stories appropriate and theme based | Included 2 smaller stories appropriate and them based | Included 1 smaller story | Included no smaller stories |

| | | | | |
|-----------------------------------|--|---|--|--|
| Alignment and space x2 | Design looks unified time went into thinking how the elements should be arranged. Not overly busy, not too plain | Elements are misaligned or unification or spacing is off. A little busy or plain | Attempt at aligning and spacing elements but they are off and it is very busy or way too plain | No attempt or regard for alignments or spacing |
| Photoshop use x2 | Multiple layers used picture cut out so no back- ground from original pic is left (adequate time used) | Multiple layers used picture still has "bits" of OG background left (rushed through masking of pic) | One layer used or multiple but attempt at masking was poor. | No attempt at masking/ cutting picture from background of OG picture |
| Total: ___/48 | | | | |