

Visual Design Scoring Guide

6
Wow!

Your **superior** product is thoughtful, creative and well designed:

- product has a clear purpose and sense of audience
- includes significant and relevant details
- layout is balanced and logically organized
- Effective use of titles and headlines; important elements are clearly emphasized
- strong visuals add to the product
- may contain some minor errors

5
Strong!

Your **effective** product is clear, organized, and well designed:

- product has a sense of purpose and audience
- includes most significant details
- layout is balanced and logically organized
- appropriate titles and headlines with some elements emphasized
- effective visuals add to the product
- may contain a **handful of minor errors or gaps**

4
Good!

Your **competent** product is acceptable:

- product has some sense of audience and purpose
- some details may be missing or repeated
- organization is present but may lack balance
- acceptable titles and headings with some elements emphasized
- **a number of errors**; some gaps present

3
A Pass!

Your **adequate** product is minimally acceptable:

- weak sense of audience and purpose
- may contain irrelevant details or some details may be missing
- lack of organization and balance
- titles, headings, and visuals may be weak or missing
- **numerous errors**; gaps are present

2
Almost

Your **inadequate** product is incomplete and unclear:

- product doesn't address audience or purpose
- details are irrelevant or missing
- some visual support but lacks balance
- titles and headings are weak or missing; visuals less than acceptable
- numerous errors interfere with meaning

1
Not Yet

Your product is **unacceptable**:

- an attempt was made
- the product does not demonstrate an understanding or the purpose
- significant information is missing; layout is inappropriate

0
Not At All

The product is off topic or difficult to understand: