

DESIGN RUBRIC



CATEGORY	EXCELLENT	GOOD	SATISFACTORY	NEEDS IMPROVEMENT
Columns	Layout matches the column/grid section design.	Layout is a column/grid design, but fails to match section design.	Layout reflects section design, but doesn't adhere to column/grids.	Column/grid structure and/or section design has been ignored.
Margins	Outer margins match section design. One pica allowed between all elements.	Outer margins match section design. One pica allowed between almost all elements.	Outer margins fail to match section design and/or one pica inner margin isn't consistent.	Outer margins match section design and one pica inner margin isn't consistent.
Headline	Headline contains a primary and secondary, captures the reader's attention and accurately describes the content. Headline matches section design.	Headline contains a primary and secondary, captures the reader's attention but fails to describe the content. Headline matches section design.	Headline is missing the secondary head. Main head captures the reader's attention but fails to describe the content. Headline may match section design.	Headline is missing the secondary head. Main head is just a label and fails to capture the reader's attention. Headline fails to match section design.
Photos	Every photo has been cropped and numbered correctly. Placement matches section format.	Only one photo has been miscropped and/or numbered incorrectly. Placement matches section format.	More than one photo has been miscropped and/or numbered incorrectly. Placement may not match section format.	More than two photos have been miscropped and/or numbered incorrectly. Placement may not match section format.
Copy	Copy fills space completely. No widows. Font and size match section design.	Copy fills space completely. No more than one widow. Font and size match section design.	Copy almost fills space. More than one widow. Font and/or size doesn't match section design.	Copy fails to fill space. More than one widow. Font and/or size doesn't match section design.
Captions	Every photo has a caption beside it. Caption graphic is present.	Every photo has a caption. Caption graphic is present.	Almost every photo has a caption. Caption graphic may not be present.	Most photos have captions. Caption graphic is not present.
Secondary coverages	Secondary coverage design and content format match section design. Content is creative and completely fills space.	Secondary coverage design and content format match section design. Content almost completely fills space.	Secondary coverage design and/or content format almost match section design. Content barely fills space.	Secondary coverage design and/or content format fail to match section design. Content fails to fill space.

