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 of the purpose
- Significant information is missing; layout is inappropriate

0 The product is off topic or difficult to understand