


Visual Design Scoring Guide



6	Wow!	Your superior product is thoughtful, creative, and well designed: <ul style="list-style-type: none"><input type="checkbox"/> Product has a clear purpose and sense of audience<input type="checkbox"/> Includes significant and relevant details<input type="checkbox"/> Layout is balanced and logically organized<input type="checkbox"/> Effective use of titles and headlines; important elements are clearly emphasized<input type="checkbox"/> Strong visuals add to the product<input type="checkbox"/> May contain some minor errors
5	Strong!	Your effective product is clear, organized, and well designed: <ul style="list-style-type: none"><input type="checkbox"/> Product has a sense of purpose and audience<input type="checkbox"/> Includes most significant details<input type="checkbox"/> Layout is balanced and logically organized<input type="checkbox"/> Appropriate titles and headlines with some elements emphasized<input type="checkbox"/> Effective visuals add to the product<input type="checkbox"/> May contain a handful of minor errors or gaps
4	Good!	Your competent product is acceptable: <ul style="list-style-type: none"><input type="checkbox"/> Product has some sense of audience and purpose<input type="checkbox"/> Some details may be missing or repeated<input type="checkbox"/> Organization is present but may lack balance<input type="checkbox"/> Acceptable titles and headings with some elements emphasized<input type="checkbox"/> A number of errors; some gaps present
3	A Pass!	Your adequate product is minimally acceptable: <ul style="list-style-type: none"><input type="checkbox"/> Weak sense of audience and purpose<input type="checkbox"/> May contain irrelevant details or some details may be missing<input type="checkbox"/> Lack of organization and balance<input type="checkbox"/> Titles, headings, and visuals may be weak or missing<input type="checkbox"/> Numerous errors; gaps are present
2	Almost	Your inadequate product is incomplete and unclear: <ul style="list-style-type: none"><input type="checkbox"/> Product doesn't address audience or purpose<input type="checkbox"/> Details are irrelevant or missing<input type="checkbox"/> Some visual support but lacks balance<input type="checkbox"/> Titles and headings are weak or missing; visuals less than acceptable<input type="checkbox"/> Numerous errors interfere with meaning
1	Not Yet	Your product is unacceptable : <ul style="list-style-type: none"><input type="checkbox"/> An attempt was made<input type="checkbox"/> The product does not demonstrate an understanding of the purpose<input type="checkbox"/> Significant information is missing; layout is inappropriate
0		The product is off topic or difficult to understand