

Name \_\_\_\_\_

## Cereal Box Package Design Rubric

Grading Scale: 130-126=A, 125-112=B, 11-98=C, 97-84=D, 83-0=F

**Total:**  
**140 points**

Target	A: 10-9 points	B: 8 points	C: 7 points	D/F: 6-0 pts.
<b>Professional Work Ethic</b>	Student always uses classroom project <b>time well</b> . Conversations are primarily focused on the project and things needed to get the work done and are held in a manner that typically <b>does not disrupt others</b> .	Student usually uses classroom project time well. Most conversations are focused on the project and things needed to get the work done and are held in a manner that typically does not disrupt others.	Student usually uses classroom project time well, but occasionally distracts others from their work.	Student does not use classroom project time well OR typically is disruptive to the work of others.
<b>Box Layout</b>	Layout is <b>exceptionally attractive, consistent</b> across panels, adds to the theme of the cereal, and does not detract from readability.	Layout is attractive, consistent across panels, adds to the theme of the cereal, and does not detract from readability.	Layout is consistent across panels and does not detract from readability.	Layout detracts from the readability of the package design.
<b>Product Name and Description</b>	Must include the <b>Cereal Name</b> VERY clearly on all four sides – obvious!  Must include the <b>Cereal Description</b> on front and back  Place description near Cereal Name <b>Proximity!</b>			Did not include the <b>Cereal Name</b> VERY clearly on all four sides <b>OR</b> Did not include the <b>Cereal Description</b> on front and back <b>OR</b> Place description near Cereal Name <b>Proximity!</b>
<b>Important Elements</b>	<b>ALL</b> of the following important elements are <b>obviously included</b> ... 1. Cereal graphic 2. Nutrition Facts 3. Bar code <u>or</u> "This unit not for in..." 4. Ingredients list 5. Brand Name 6. Copyright + name	ALL but 1 of the following important elements are obviously included ... 1. Cereal graphic 2. Nutrition Facts 3. Bar code <u>or</u> "This unit not for in..." 4. Ingredients list 5. Brand Name 6. Copyright + name	ALL but 2 of the following important elements are obviously included ... 1. Cereal graphic 2. Nutrition Facts 3. Bar code <u>or</u> "This unit not for in..." 4. Ingredients list 5. Brand Name 6. Copyright + name	3 or more of the following important elements are missing ... 1. Cereal graphic 2. Nutrition Facts 3. Bar code <u>or</u> "This unit not for in..." 4. Ingredients list 5. Brand Name 6. Copyright + name
<b>Two Optional Elements</b>	<b>At least 2</b> of the following optional elements are <b>obviously included</b> 1. "Used by" date 2. Manufacturing address 3. Contact info 4. Nutrition Info 5. Selling points 6. Flavor	At least 2 of the following optional elements are <b>included</b> 1. "Used by" date 2. Manufacturing address 3. Contact info 4. Nutrition Info 5. Selling points 6. Flavor	Only 1 of the following optional elements are included ... 1. "Used by" date 2. Manufacturing address 3. Contact info 4. Nutrition Info 5. Selling points 6. Flavor	The following optional elements are NOT included ... 1. "Used by" date 2. Manufacturing address 3. Contact info 4. Nutrition Info 5. Selling points 6. Flavor

<p><b>Communication</b></p> <p><i>Contrast</i></p> <p>R A P</p>	<p>The organization of the package design is exceptional, attractive, and <b>viewer friendly</b>.</p> <p>It is <b>VERY easy to locate</b> all important elements – strong use of <b>CONTRAST</b>.</p>	<p>The organization of the package design is adequate, attractive, and mostly viewer friendly.</p> <p>It is fairly easy to locate all important elements.</p>	<p>The organization of the package design is somewhat adequate, but not viewer friendly.</p> <p>It is not easy to locate all important elements.</p>	<p>The package design is cluttered looking or confusing.</p> <p>It is difficult to locate important elements.</p>
<p><b>Organization</b></p> <p>C R <i>Alignment</i> P</p>	<p>The organization of the package design is exceptional, attractive, and <b>viewer friendly</b>.</p> <p>Graphic elements (photos, text, etc.) and <b>ALIGNMENT</b> are used <b>VERY</b> effectively to <b>organize</b> material.</p> <p>No floating elements!</p>	<p>The organization of the package design is adequate, attractive, and mostly viewer friendly.</p> <p>Graphic elements (photos, text, etc.) and alignment are used effectively to organize material.</p> <p>One floating element</p>	<p>The organization of the package design is somewhat adequate, but not viewer friendly.</p> <p>Graphic elements (photos, text, etc.) and alignment are not used effectively to organize material.</p> <p>Slight feeling of randomness - chaotic</p>	<p>The package design is cluttered looking or confusing.</p>
<p><b>Unity</b></p> <p>C R A <i>Proximity</i></p>	<p>ALL empty space (<b>white space</b>) is used <b>VERY</b> effectively and <b>purposefully</b>.</p> <p>There is an obviously strong use of <b>PROXIMITY</b> - keeping like items together, creating unity by how close or far apart elements are from each other, and overlapping as needed.</p>	<p>ALL empty space (white space) is used fairly effectively and purposefully and does not distract.</p> <p>There is use of PROXIMITY - keeping like items together and creating unity by how close or far apart elements are from each other, and overlapping as needed.</p>	<p>ALL empty space (white space) is not used effectively or purposefully and DOES distract.</p> <p>There is might be some purposeful use of PROXIMITY.</p>	<p>The space is not used effectively or purposefully.</p> <p>There is no purposeful use of PROXIMITY.</p>
<p><b>Fonts</b></p>	<p>The fonts are consistent, <b>easy to read</b> and point size varies appropriately for cereal name and other informational text.</p> <p>The use of font styles (italic, bold, underline) is used consistently and <b>improves readability</b>.</p> <p>There are <b>no more than 3</b> different fonts used.</p>	<p>The fonts are consistent, fairly easy to read and point size varies appropriately for cereal name and other informational text.</p> <p>The use of font styles (italic, bold, underline) is used fairly consistently and is readable.</p> <p>There are no more than 3 different fonts used.</p>	<p>The fonts are consistent, somewhat easy to read and point size varies somewhat cereal name and other informational text.</p> <p>The use of font styles (italic, bold, underline) is used fairly consistently and is mostly readable.</p> <p>There is more than 3 different fonts used.</p>	<p>There is too wide a variety of fonts, styles and point sizes was used.</p> <p>The font use is distracting and makes the poster unreadable.</p>

<p><b>Color Choices</b></p>	<p>Colors of background, fonts, etc. form a <b>professionally pleasing palette</b>, do not detract from the content, and are consistent across the entire package design.</p>	<p>Colors of background, fonts, do not detract from the content, and are consistent across the entire package design.</p>	<p>Colors of background, fonts somewhat detract from the content and are not consistent across the entire package design.</p>	<p>Colors of background, fonts, make the content hard to read or otherwise distract the reader.</p>
<p><b>Photos/ Images</b></p>	<p>ALL photos/images are definitely <b>related to the cereal name</b> and the package design.</p> <p>They are thoughtfully cropped / cut out and are of <b>high quality</b> – in focus, clear colors, etc.</p> <p>They <b>enhance the viewer’s interest</b> or understanding and “sell” the cereal.</p>	<p>ALL photos/images are related to the cereal name and the package design.</p> <p>They are adequately cropped / cut out and are of somewhat high quality.</p> <p>They enhance the viewer’s interest or understanding and “sell” the cereal.</p>	<p>A few photos/images are not related to the cereal name and the package design.</p> <p>They were not cropped / cut out effectively and are of fairly low quality.</p> <p>They do not enhance the viewer’s interest or understanding and does not really “sell” the cereal.</p>	<p>Photos/images seem randomly chosen, are of low quality, and/OR distract the reader.</p>
<p><b>Creativity Innovation</b></p>	<p>I explored several ideas. I decided on one that is <b>definitely unique</b> and the idea is carried through the entire package design. I showed outstanding problem solving. I took a risk.</p>	<p>I explored 1-2 ideas. I decided on one that is fairly unique and the idea is carried through the entire package design. I showed some problem solving..</p>	<p>I explored 1 idea that is fairly unique and the idea is carried through the most of the package design. I showed a little problem solving.</p>	<p>I explored 1 idea that is not unique and/or the idea is not carried through the most of the package design. I showed no real problem solving.</p>
<p><b>Copyright</b></p>	<p>ALL photos/images are <b>obviously original</b> and were created by the graphic artist.</p>	<p>ALL photos/images are original and were created by the graphic artist.</p>	<p>A few photos/images might have been copied from another source with only a few original photos/images.</p>	<p>Most or all photos/images were copied from another source.</p>
<p><b>Spelling and Grammar</b></p>	<p>There are <b>no errors</b> in spelling, punctuation or grammar in the final drafts of the package design.</p>	<p>There are 1-3 errors in spelling, punctuation or grammar in the final drafts of the package design.</p>	<p>There are 4-5 errors in spelling, punctuation or grammar in the final draft of the package design.</p>	<p>There are more than 5 errors in spelling, punctuation or grammar in the final draft of the package design.</p>