

COM 473: Project Assessment Rubric

Student name:

needs more work	CRITERIA	exceeds expectations
	The design is engaging and distinctive.	
	The delivery of the message is effective, appropriate, and clear.	
	The design reflects its function and purpose.	
	The visual elements are cohesive and unifying.	
	The project shows attention to detail and care with most elements finished and polished.	
	The project draft and final version were completed on time with all required parts included.	