

H.R.H. Shaikh Nasser Bin Hamad International Youth Creativity Award

Graphic Design Category – RUBRIC 2021

CATEGORY	RATING		
	STRONG / CLEAR	FAIR / UNDERSTANDABLE	WEAK / UNCLEAR
FUNCTION	The function, job or intent of this design is clear.	The function, job or intent of this design is somewhat evident, but not completely clear or thought-out.	The function, job or intent of this design is not identifiable or understandable.
AUDIENCE	The work addresses its intended audience, and potentially addresses overlapping, related audiences as well.	The work addresses its intended audience only and/or it could do a better job addressing its intended audience.	The work does not have a clear audience and/or it does not clearly or appropriately address its intended audience.
HIERARCHY	There is a clear visual hierarchy in this design.	There is a visual hierarchy, but it is not functional. For example, it may be confusing or emphasize the wrong content.	The visual hierarchy is unclear. The first, second, third reads are not identifiable and/or do not make sense based on the content or idea.
COMPOSITION	The composition seems well organized, intentional, and creates visual interest.	The composition has elements that seem organized, but may be too fragmented, lacking direction, too flat, not visually interesting, etc.	The composition seems disorganized and arbitrary.
VISUAL CONTRAST	Elements of visual contrast seem controlled, relevant to the content and create visual interest.	Elements of visual contrast may seem arbitrary or of little relevance to the content or lacking in visual interest.	Elements of visual contrast seem arbitrary, of no relevance to the content or lacking in visual interest. The work does not seem contemporary.
ADDITIONAL CONTRASTS Assess all that apply: scale, weight, texture, line, value, color.	This additional element of contrast is strong. It is used successfully.	This additional element of visual contrast needs adjustment or improvement.	This additional element of contrast is not as functional or successful as intended.
MEANING	The concept or main theme is clearly communicated through use of imagery, typography, use of media and content.	The concept is identifiable but is not effectively communicated through use of imagery, typography, use of media and content.	The concept is not clear. Use of imagery, typography, use of media and content seem arbitrary or unrelated to the concept or main theme.
NARRATIVE / SEQUENCE	A narrative is intentionally used to clearly represent a concept or idea through a visual story or series of images. Or a non-narrative sequence is intentionally used to establish a mood or sense of style.	The series of images seems to have a general theme but does not communicate an idea or point of view. It is confusing because it is neither a clear narrative nor a sequence.	The series of images seems unrelated to the concept, theme or subject matter.