

**Greeting Card Rubric
Computer Graphics I**

	<i>Novice</i>	<i>Partially Proficient</i>	<i>Proficient</i>	<i>Advanced</i>	<i>Expert</i>
Original Graphics	Creates 2 original graphic images. Images show little knowledge of Photoshop tools.	Creates 4 original graphic images. Use of Photoshop to create graphics limited.	Creates 6 quality graphic images.	Excellent use of Photoshop painting techniques to create 8 detailed original graphic images.	Expert use of Photoshop painting techniques used to create a total of 8 original finely detailed graphic images
Separations	Large bits of background left. Jagged edges.	Some background seen. Jagged edges.	Most of the background not seen. No jagged edges	Clean separation. No bits of blending visible. Smooth edge to image	Expert Separation. No bits of blending visible. Smooth seamless edge to image.
Layer Effects	No layer effects used.	Some layer effects but not consistent.	Layer effects	Used custom settings for layer effects.	Appropriate use of layer effects that enhance the look of the greeting card and include custom settings.
Writing Enclosures	Writing enclosures not present in any cards.	Writing enclosures present but not in all greeting cards. Spelling and grammar correct.	Writing enclosures present. Evidence of creative written expression. Spelling and grammar correct.	Writing enclosures are consistent with artwork Evidence of creative written expression. Spelling and grammar correct.	Writing consistent with Professional writing enclosures and is a perfect match for the artwork presented.
Elements & Principles of Design (Emphasis, Alignment, Color, Repetition, Balance, Contrast)	Cards show little evidence of elements and principles of design.	Some elements and principles used but need improvement.	Good use of elements and principles. 2 principals used well.	Represents advanced use of elements and principles of design. Most elements and principles used.	Greeting Cards represent mastery of elements and principles of design. All principles are present in cards.