Performance Task Scoring Guide			
Criteria for Student Learning	Yes / Complete (10pt)	In Part / Almost (5pt)	Not Yet (0pt)
Truck Wrap Side One Design			
Truck Wrap Side Two Design			
Truck Wrap Back Design			

Rubric Scoring Sheet: (Scroll down for more information)				
Criteria for Student Learning	Below Basic (1pt)	Basic (2pt)	Proficient (3pt)	Exemplary (4pt)
Requirements				
Functionality				
Graphics				
Text				
Content				
Originality				
Attractiveness				
Organization				
Neatness / Accuracy				

(Total Score /66) x 100	Total Score:

Notes

Requirements		Originality	
	Requirements not met		Little original thought
	Missing Parts		Originality of design elements
	Project Incomplete		Work on creativity / innovation
	Missing Mock-Up		Don't just copy and paste

Functionality		Attractiveness	
	Does not function correctly		Work on visual appeal
	Size or layout is incorrect		Work on flow
	Too much randomness		Work on visual hierarchy
	Work on consistency		Add more design elements

Graphics		Organization	
	Image(s) appear pixilated		Spacing of design elements
	Image(s) distorted		Work on balance
	Poor spacing of images		Try adding empty space
	Remove back from image(s)		Avoid elements on the edge

Text		Neatness / Accuracy	
	Text blends into background		Work on neatness
	Text is difficult to read		Work on quality
	Too much or too little text		Work on simplicity
	Work on text size / spacing		Spelling / Grammar errors

Content		Other	
	Not appropriate for school		
	Create more visual impact		
	Not enough design elements		
	Too many design elements		

Criteria for Student Learning	Below Basic	Basic	Proficient	Exemplary
Requirements	3 or more requirements were not completely met.	2 requirements were not completely met.	1 requirement was not completely met.	All requirements are met or exceeded.
Functionality	The end product's design elements do not function as indented.	Some of the end product's design elements function, but significant problems exist within the design.	Most of the end product's design elements function as indented in regard to the criteria and constraints.	The end product's design elements function as indented in regard to the criteria and constraints.
Graphics	Little use of graphics or graphics completely detracts from the end product's design.	The inclusion of graphics occasionally detracts from the end product's design.	Most graphics are distortion free, appropriately sized and spaced, and enhances the end product's design.	All graphics are distortion free, appropriately sized and spaced, and enhances the end product's design.
Text	Little use of text or text completely detracts from the end product's design.	The inclusion of text occasionally detracts from the end product's design.	Most text is clear, easy to read, appropriately sized and spaced, and enhances the end product's design.	All text is clear, easy to read, appropriately sized and spaced, and enhances the end product's design.
Content	The selection of design elements is random. Design elements do not relate to each other or to the intended audience. Design elements have no visual impact or are not school appropriate.	Design elements occasionally do not relate to each other or to the intended audience. Design elements have little visual impact and may not be school appropriate.	Most of the design elements relate to each other and to the design. Most design elements are geared towards the intended audience, are school appropriate, and create visual impact.	All design elements relate to each other and to the design. Design elements are geared towards the intended audience, are school appropriate, and create visual impact.
Originality	The end product shows little original thought and design elements show little innovation. Designs are copied and pasted from other people's work.	The end product shows little original thought, but design elements are innovated.	The end product shows some original thought. Work shows some new and some innovated design elements.	The end product shows a large amount of original thought. Design elements are creative and innovated.
Attractiveness	Little use of text, color, graphics, effects etc.	Makes use of text, color, graphics, effects, etc. but occasionally these detract from the end product's design.	Makes good use of text, color, graphics, effects, etc. to enhance the end product's design.	Makes excellent use of text, color, graphics, effects, etc. to enhance the end product's design.
Organization	The end product is distractingly messy or very poorly designed.	The end product is somewhat organized in terms of design, layout, flow, visual hierarchy, and focal point.	The end product is acceptably organized in terms of design, layout, flow, visual hierarchy, and focal point.	The end product is exceptionally organized in terms of design, layout, flow, visual hierarchy, and focal point.
Neatness / Accuracy	The end product contains numerous design errors, misspellings, and /or grammatical errors.	Some of the end product's design is neat, clean, accurate, simple, and contains some misspellings or grammatical errors.	Most of the end product's design is neat, clean, accurate, simple, and contains only minor misspellings or grammatical errors.	The end product's design is neat, clean, accurate, simple, and contains no misspellings or grammatical errors.