**Rubric for Designing a Career Pathway:**

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| --- | --- | --- | --- | --- | --- |
| **Points Available** | **3** | **2** | **1** | **0** | **Total Points** |
| **Visual Flow** | Lines must all be continuous and direction clear. | Outlines are erratic, non-continuous, or unclear. | Outlines are erratic, non-continuous, and unclear. | Does Not Attempt. |  |
| **Art elements /Color/images** | Strong and intentional use of the element of color and images to add variety and interest to the design. Chosen colors work well together and help to reinforce the general feel and nature of the theme. Also uses basic elements to reinforce hierarchy and emphasis in the design. | Uses color to add some variety and interest to the design, but color choice and application might seem somewhat random and/or does not reinforce the general feel and nature of the theme as well as it could. | Attempts to use color to add some variety and interest to the design, but color choice seems random and colors neither work well together nor reinforce the basic feel of the design. Such random use of color may even distract from more than contribute to the success of the overall design | Does Not Attempt. |  |
| **Message/path** | Uses creative, simple message effectively to convey memorable idea. | Attempts to use a imaging to illustrate idea, but full impact is missing | Falls well short of creating pathway or creates other unwanted message. | Does Not Attempt. |  |
| **Creativity** | There is a distinct effort toward creativity and individuality evident in the design. May have made bold use of elements and principles of design to create visual interest. | Some effort toward creativity and individuality in the design. Technically satisfies the assignment and also indicates some use of learned elements and principles of design to establish a more interesting composition. | Little to no evidence of effort toward creativity and/or individuality in the design. May have technically satisfied the assignment in terms of emphasis, but neglected to use other principles and elements of design to develop stronger visual interest. | Does Not Attempt. |  |
| **Correct format** | Uses PDF. | N/A | N/A | Incorrect file format or fails to upload both files. |  |
| Total Points | 15 |  |  |  |  |