

Graphic Design Writing Rubric				
Criteria	Exemplary	Proficient	Competent	Incomplete
Ideas	The writing Presents perceptive understanding of concepts. Provides insight into the composition of the graphic.	The writing Presents solid understanding of concepts. Shows general insight into the composition of the graphic.	The writing Presents understanding of concepts, Provides simplistic analysis of graphic composition.	The writing Provides superficial understanding of concept. Lacks any analysis of graphic composition.
Structure	The writing Is well organized, Moves smoothly between ideas with clear transitions.	The writing Is clearly organized, Links different parts with transitions.	The writing Is organized, Has some transitions but not totally clear.	The writing Has organization that confuses, Sequence of ideas is hard to follow.
Use of language	The writing Skillfully connects composition elements with examples, Demonstrates control of writing conventions.	The writing Uses clear, appropriate language, Has control of writing conventions.	The writing makes connections between elements and examples, Multiple errors with writing conventions.	The writing Does not connect elements to examples, Contains frequent errors in writing conventions.