

# Typography Quote Rubric

**1 point**

**3 point**

**5 point**

<p>The quote lacks a use of <b>Emphasis</b>. The typography does not convey a message.</p>	<p>The quote demonstrates a use of <b>Emphasis</b>, but does not influence how the quotes is read. The emphasis is arbitrary or needs improvement.</p>	<p>The quote demonstrates a use of <b>Emphasis</b> that contributes to how the quotes is read. The emphasis stresses importance of the ideas. The typography is relates to the message.</p>
<p>The quote lacks a use of <b>Alignment</b>.</p>	<p>The quote demonstrates a use of <b>Alignment</b>, but does not influence how the pieces are put together.</p>	<p>The quote demonstrates a use of <b>Alignment</b> that contributes to how the quotes is organized. The alignment adds to the flow of the words. The alignment relates to the message.</p>
<p>The quote lacks a use of <b>Kerning</b>.</p>	<p>The quote demonstrates the use of some <b>Kerning</b>. The designer adjusted some of the letters, but the harmonious balance between letters could be improved.</p>	<p>The quote demonstrates the use of <b>Kerning</b> that contributes to easily read type. The designer was thoughtful in adjusting the letters to create a harmonious balance between letters.</p>
<p>The quote lacks a use of <b>Tracking</b> .</p>	<p>The quote demonstrates the use of some <b>Tracking</b> . The designer adjusted some of the space between the letters and the whole line of type, but the harmonious balance between letters and lines of type could be improved.</p>	<p>The quote demonstrates the use of <b>Tracking</b> that contributes to easily read type. The designer was thoughtful in adjusting the space between letters as well as adjusting the space of the whole line of type to create a harmonious balance.</p>
<p>The quote lacks a use of thoughtful <b>negative space</b>.</p>	<p>The designer's use of negative space is tight and interferes with the readability of the quote. The empty space looks unbalanced.</p>	<p>The designer used <b>negative space</b> to increase the readability of the quote. The <b>empty space</b> allows the design to breath.</p>