

# Design 2 Movie Poster - Rubric

1 pt.

3 pts.

5 pts.

<p>The hand drawn title is missing or very sloppy.</p>	<p>There is evidence that artist traced or copied an example of an existing title. The letter forms are basic or too easy.</p>	<p>There is evidence that artist was able to create a hand drawn title. The typography shows research of other artist typography styles. The letter forms are very well crafted and demonstrate a high level of craftsmanship.</p>
<p>The hand drawn background element is missing or very sloppy.</p>	<p>The hand drawn background element is not fully realized or does not play an important role in the project. The quality of the drawing is Medium or low.</p>	<p>There is evidence that artist was able to create a minimum of one hand drawn background element. The quality of the drawing is high quality and adds to the unity of the whole poster.</p>
<p>The Fxs, and filtered elements is missing or very sloppy.</p>	<p>There is evidence that artist struggled to apply text Fx, Filters, Photoshop brushed or, color.</p>	<p>There is evidence that artist was able to apply text Fx, Filters, Photoshop brushed color, and/or was able to apply any and all techniques they are familiar with.</p>
<p>The other required elements are missing or very sloppy.</p>	<p>The poster has a strap line does not relate to the concept of the poster.</p> <p>The poster has a credit block. (only 2)</p> <p>The other elements that were used for the background are not blended. The feathered edges are rough.</p>	<p>The poster has a strap line.</p> <p>The poster has a credit block. (min. 4)</p> <p>The other elements that were used for the background are blended with feathered edges</p>
<p>The artist did not demonstrate their full effort.</p>	<p>The artist demonstrated some effort.</p>	<p>The artist demonstrated <b>A lot</b> of effort.</p>