

# Type as Emotion - Rubric

1 pt.

5 pts.

10 pts.

The type has not been outlined.	There is evidence that the artist just outlined type.	There is evidence that the artist created their own typographic solution by altering an existing font. The artist went <b>beyond</b> just outlining type.
The image and the type do not create a clear emotion.	There is evidence that the artist was <b>tried</b> to match the emotion displayed in the image, with the typography.	There is evidence that the artist was <b>very intentional</b> at matching the emotion displayed in the image, with the typography.
The type was just randomly placed on an image.	There is evidence that the artist could have integrated the type into the image differently to create a harmonious solution. There are a few readability issues resulting from poor contrast or competing textured areas.	There is evidence that the artist was <b>very thoughtful</b> about how the type was integrated into the image. There are no readability issues resulting from poor contrast.
The artist applied <b>NO</b> effort.	The artist used 80% their time in class to apply <b>Some</b> effort to make their best project.	The artist used all their time in class to apply <b>A LOT</b> of effort to make their best project.

Total pts. possible  
40 pts.