

Class: _____

Student: _____

Grade: _____

Rubric: Coffee Label Production- Photoshop



Making a Kona Coffee Label

	Poor- or Just Didn't Try Hard 2 pts	Partially Acceptable- 3 pts	Acceptable 4 pts	Excellent 5 pts
Overall Quality of Kona Coffee Label	<p>Poor- or Just Didn't Try Hard</p> <p>There was little attention given to quality, or there was no effort shown..</p>	<p>Partially Acceptable-</p> <p>There was some effort put into making the Kona Coffee Label, but the student did not really take the necessary time constructing their project to make it look good. The overall quality is fair to poor</p>	<p>Acceptable</p> <p>The quality is good. The student spent time planning and constructing their project to make it look good. The pictures, text, and formatting are acceptable.</p>	<p>Excellent</p> <p>The quality of the Kona Coffee Label is great. The student spent a lot of time carefully planning and constructing their project to make it presentable. The pictures, text, and formatting are neat, balanced, and well thought out.</p>
Creativity	<p>Poor- or Just Didn't Try Hard</p> <p>The Kona Coffee Label shows little or no creativity or no label was submitted</p>	<p>Partially Acceptable-</p> <p>The student used very few original ideas when putting together their Kona Coffee Label</p>	<p>Acceptable</p> <p>The student used some creativity when making their Kona Coffee Label</p>	<p>Excellent</p> <p>The student worked very hard to be original when creating their Kona Coffee Label..</p>
USE OF CLASS TIME Production: Is the student engaged? Working Hard? Asking Questions? Would we HIRE you in the real world? Were you present for all sessions?	<p>Poor- or Just Didn't Try Hard</p> <p>Class time was not used wisely. The student put in almost no effort.....</p>	<p>Partially Acceptable-</p> <p>Class time was not always used wisely. The student put in little or small kind effort on their Kona Coffee Label</p>	<p>Acceptable</p> <p>Class time was MOSTLY used wisely</p>	<p>Excellent</p> <p>Class time was used wisely and it is evident that the student spent a significant amount of time working/thinking/ and creating their design.</p>
Required Elements-Coffee Label Main Image, Name of Coffee Company, Company address and contact #, 100% Kona Coffee text in appropriate size, QUANTITY statement in appropriate style with appropriate	<p>Poor- or Just Didn't Try Hard</p> <p>Student has not included ANY of the required elements for a Kona Coffee Label or no label was submitted</p>	<p>Partially Acceptable-</p> <p>The student has only included some of the required elements for a Kona Coffee Label</p>	<p>Acceptable</p> <p>The student has included all of the required elements for a Kona Coffee Label</p>	<p>Excellent</p> <p>The student has gone above and beyond when including all of required elements and executed them all very well</p>

white space around it,				
WOW FACTOR that subjective feeling you get when you see a design..does it pop? is it memorable? original? does it look beyond professional?	Poor- or Just Didn't Try Hard There is nothing about this design that says WOW-- more like Uh-Oh,,i Need to keep working on my design...	Partially Acceptable- MAYBE..there is one thing thing that has a Wow factor..but not much more than that	Acceptable There are some parts of this design that look good, and make you notice the design,,,,,,,,	Excellent You see this thing and most folks go WOW-- that looks great...lots of dazzling creativity or maybe just a nice arrangement of good elects that conveys a message..
Teacher Comments	Poor- or Just Didn't Try Hard	Partially Acceptable-	Acceptable	Excellent
Student Comments	Poor- or Just Didn't Try Hard	Partially Acceptable-	Acceptable	Excellent

Comments:

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Rubric Code: QXX8324