DM2 Restaurant Redesign Project Rubric

NAME _____ PERIOD _____ DATE _____

PROJECT CRITERIA:	SCORE	POSSIBLE
FEEDBACK (15 PTS.)		15
Did I give my classmates good feedback to improve on their project?		5
Did I accept/use the feedback I was given by the class to improve my project?		5
Did I accept/use the feedback I was given by Scales to improve my project?		5
LOGO: (20 PTS.)		
Is my logo appropriate for my restaurant?		5
Is my logo scalable?		5
Is my logo simple? Not too busy?		5
Did I use appropriate colors?		5
BUSINESS CARD (30 PTS)		
Did I use a grid and layout effectively?		5
Do my fonts work? my colors?		7
Did I include my logo?		3
Did I effectively use the Elements and Principals of Design?		15
MENU (60 PTS)		
Did I use a grid and layout effectively?		10
Did I use effective images?		10
Did I change all of the images I used?		5
Do my fonts work? my colors?		10
Did I include my logo?		5
Did I effectively use the Elements and Principals of Design?		15
Are all the menu items laid out in a pleasing manner and order?		5
TABLE TENT (30 PTS)		
Did I use a grid and layout effectively?		5
Did I use effective images?		5
Do my fonts work? my colors?		7
Did I include my logo?		3
Did I effectively use the Elements and Principals of Design?		10
OVERALL DESIGN (30 PTS)		
Do all the pieces of your restaurant's redesign work together effectively?		10
Overall design of your redesign package		20
PROPER FILE MANAGEMENT (15 PTS.)		
Files were placed in a folder named (firstname+lastname + redesign)		3
All original images files used were included in the folder		3
File was in the proper format (.id, .psd and/or .jpeg)		3
All Files were properly named (firstname+lastname + logo, businesscard, menu, tent)		4
File was properly submitted (copied to Scales)		2
Total Score		**200**