Packaging Design Rubric

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|  | 0 | 1 | 2 | 3 |
| Side1: Logo | Little to no thought put into logo or logo is missing | Has logo or design taken from the internet and missing any details to make package realistic. | Original idea but poorly executed. Includes additional information to make package more realistic. | Original logo was created, appropriate, and includes the name. Additional information is included: milk type, size of container, etc. |
| Side 2: Nutritional Label | No nutritional label present. Missing bar code | Nutritional label present but looks misplaced or little thought to layout. Missing bar code | Nutritional label and bar code present but little thought to design or layout is incorporated. | A nutritional label is present and has a unique bar code with it including artist’s name.  |
| Side 3: | Kids side is missing, or lacking details | Kid’s stuff included, but hard to read and missing instructions. No design principles used. | Kid’s side includes activity, but might have minor issues with readability. Includes instructions. | Kid’s side is incorporated and looks planned out, easily readable, with instructions. Font colors and style are easily readable and reflect design principles. |
| Side 4: | 4th side lacks design or thought.  | 4th side stuff included, but hard to read and missing instructions. No design principles used | 4th side includes activity, but might have minor issues with readability. Includes instructions. | Incorporates additional kids side or other unique side. Includes principles of design and uses fonts and colors appropriately so readability is high.  |
| Craftsmanship | Scored lines are missing or incomplete. Folds are not scored. Glue wasn’t used correctly and package falling apart. | Cuts are off and gluing is off. | Cuts are quality but minor flaws with gluing are present. | Scoring on inside and outside is precise, and clean. Folds are where they should be according to design. Glue is used well as package strength is demonstrated. |
| Application of Design Principles | Lack of organization and design. Package looks thrown together with little thought or design | Many errors with layout and design.  | Some thought is used in the layout, but some issues are visible | Use of design principles are present and easily identifiable. Overall design flows and looks purposeful. Background image is well utilized. |
| Use of class time | Student is absent, tardy, off task, or uses cell phones on a daily basis. | Off task. More than one unexcused absence and numerous tardies. | One tardy or unexcused absences. Student on task. | Student utilizes time in class and  |