

Name _____

Period _____

Typography Project Rubric

Topic	Points 0 - 1	Points 2 - 3	Points 4 - 5
Font Choice	Either no or little useful information was provided about the topic	Useful information was provided but not enough to guide students using typography on their website.	Useful information was provided and the slide is a good or very good guide for students using typography on their website.
Font Size	Either no or little useful information was provided about the topic	Useful information was provided but not enough to guide students using typography on their website.	Useful information was provided and the slide is a good or very good guide for students using typography on their website.
Hierarchy	Either no or little useful information was provided about the topic	Useful information was provided but not enough to guide students using typography on their website.	Useful information was provided and the slide is a good or very good guide for students using typography on their website.
Text Alignment	Either no or little useful information was provided about the topic	Useful information was provided but not enough to guide students using typography on their website.	Useful information was provided and the slide is a good or very good guide for students using typography on their website.
White Space	Either no or little useful information was provided about the topic	Useful information was provided but not enough to guide students using typography on their website.	Useful information was provided and the slide is a good or very good guide for students using typography on their website.
Line Length (Measure)	Either no or little useful information was provided about the topic	Useful information was provided but not enough to guide students using typography on their website.	Useful information was provided and the slide is a good or very good guide for students using typography on their website.
Leading	Either no or little useful information was provided about the topic	Useful information was provided but not enough to guide students using typography on their website.	Useful information was provided and the slide is a good or very good guide for students using typography on their website.
Tracking	Either no or little useful information was provided about the topic	Useful information was provided but not enough to guide students using typography on their website.	Useful information was provided and the slide is a good or very good guide for students using typography on their website.
Kerning	Either no or little useful information was provided about the topic	Useful information was provided but not enough to guide students using typography on their website.	Useful information was provided and the slide is a good or very good guide for students using typography on their website.
Contrast	Either no or little useful information was provided about the topic	Useful information was provided but not enough to guide students using typography on their website.	Useful information was provided and the slide is a good or very good guide for students using typography on their website.
Scan-ability	Either no or little useful information was provided about the topic	Useful information was provided but not enough to guide students using typography on their website.	Useful information was provided and the slide is a good or very good guide for students using typography on their website.

Total Score _____