# Graphic Design Universal Grading Rubric

...used as guide by Prof. Sternsher for assessing course assignments

## Universal Grading Rubric: Your Assignment or Work...

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
</table>
| **A 100%** | - Demonstrates outstanding creativity and originality. (Not applicable to some assignments)
- Indicates an excellent understanding and application of key concepts and learning objectives.
- Demonstrates extensive planning, preparation, and effort.
- Exhibits flawless accuracy and attention to detail.
- Demonstrates professional quality work with complete, neat, clean, clearly labeled projects submitted for grading in the requested format and manner.
- Shows excellent project management skills meeting all of the required deadlines. |
| **B 90%** | - Demonstrates above average creativity and originality. (Not applicable to some assignments)
- Indicates a good understanding and application of key concepts and learning objectives.
- Demonstrates good planning, preparation, and effort.
- Exhibits good accuracy and attention to detail.
- Demonstrates above average quality work with complete, neat, clean, clearly labeled projects submitted for grading in the requested format and manner.
- Shows good project management skills meeting most of the required deadlines. |
| **C 80%** | - Demonstrates average creativity and originality. (Not applicable to some assignments)
- Indicates an average understanding and application of key concepts and learning objectives.
- Demonstrates some planning, preparation, and effort.
- Exhibits some accuracy and attention to detail.
- Demonstrates average quality work with complete, neat, clean, clearly labeled projects submitted for grading in the requested format and manner.
- Shows average project management skills meeting some of the required deadlines. |
| **D 70%** | - Demonstrates below average creativity and originality. (Not applicable to some assignments)
- Indicates a lack of understanding and application of key concepts and learning objectives.
- Demonstrates minimal planning, preparation, and effort.
- Exhibits minimal accuracy and attention to detail.
- Demonstrates below average quality work with complete, neat, clean, clearly labeled projects submitted for grading in the requested format and manner.
- Shows poor project management skills meeting few of the required deadlines. |
| **F 50%** | - Demonstrates no creativity and originality. (Not applicable to some assignments)
- Indicates no understanding and application of key concepts and learning objectives.
- Demonstrates no planning, preparation, and effort.
- Exhibits no accuracy and attention to detail.
- Demonstrates unacceptable quality work with complete, neat, clean, clearly labeled projects submitted for grading in the requested format and manner.
- Shows no project management skills meeting none of the required deadlines. |
| **0 0%** | - Assignment was never turned in. (including canine ingestion, unexplainable evaporation, or ambiguous molecular dissipation)
- Assignment was not original work created by the student specifically for this course. (plagiarism)
- Assignment has clear violations of copyright or is missing appropriate references to original work created by someone other than the student. |

## Grading of course assignments:

Many assignments and projects will be graded using this Universal Grading Rubric. Assignments are typically assigned a point value as a grade. A grade of 18 points of 20 possible is a 90% or a “B” for the assignment. Some assignments may even receive multiple grades to assess different aspects within the assignment. Overall course grades are determined by total point earned per the scale indicated on a particular course’s syllabus.

Assignment requirements and expectations are provided either formally or informally during class. If you have questions about an assignment – ASK! I would be glad to clarify and elaborate regarding the goals, purpose and expectations of an assignment. If you did not understand the requirements or expectations for an assignment, please do not expect special consideration on the day the assignment is due. While not a guarantee, my goal is to grade and return most assignments within one week of the due date, two weeks for major assignments.

---

Dann Sternsher, Assistant Professor of Design and Digital Imaging  
Revised 8/20/2009