

NISOD Student Graphic Design Contest Rubric

Criteria	5 - Excellent	4 - Good	3 - Satisfactory	2 - Needs Improvement	1 – Poor
Creativity	Design is highly original, imaginative, and visually engaging. Stands out as unique.	Creative and appealing with some originality.	Shows some creative thought but feels familiar.	Limited originality or visual impact.	Lacks creativity or effort.
Theme Alignment <i>(Elevating Student Voices)</i>	Strong and clear connection to the theme. Visually communicates the message effectively.	Clear connection with some abstract or symbolic interpretation.	Some connection present but not fully developed.	Weak or unclear connection to the theme.	No apparent connection to the theme.
Technical Execution	Line work is clean and professional. Design scales well and is ready for large-format print.	Mostly clean and scalable with minor technical issues.	Adequate line work but may require edits to scale.	Line work or formatting makes scaling difficult.	Poor quality; not suitable for print or display.
Interactive Suitability	Design invites collaborative coloring and creative interpretation. Clear visual flow and openness.	Good for group coloring, though may have minor crowding or complexity.	Design is usable but less inviting for interaction.	Difficult to color or lacks clear fillable areas.	Not suited for interactive coloring.
Overall Impact	Strong visual presence. Leaves a lasting impression and would engage conference attendees.	Memorable and appropriate for a conference audience.	Suitable but not especially impactful.	Weak impression or unclear relevance to audience.	Unlikely to engage viewers or be appropriate for display.

Total: ____ / 25