

Student Name _____ Period _____

Font Project Rubric

Flyer includes necessary information (20 pts.) _____

- Who created it? _____
- When was it created? _____
- Where was it created? _____
- Who owns it? _____
- Where can you get font? _____

Flyer includes font description (10 pts.) _____

- Type of font _____
- Why is it unique, how is it different _____

Mood of font is included/How can it be used? (15 pts) _____

Recognizable brands (20 pts) (If applicable) _____

Creativity/professional (25 pts) _____

- Clever use of color
- Easy to read/pleasing to the eye/engaging
- Visible use of balance/columns

Flyer is free of spelling/grammar errors (10 pts) _____

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