<table>
<thead>
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<th>Evaluation Rubric for Magazine Design</th>
<th>Outstanding</th>
<th>Poor</th>
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| **Tone and Content** | • The cover image or graphics clearly complement the article.  
• The cover image or graphics convey an emotional effect fitting to the article's purpose. | • There is no obvious relation between the cover image and the article.  
• The cover image's emotional effect does not suit the article's purpose. |
| **Cover Aesthetic** | • The cover design balances text and image to create a dynamic composition.  
• Font color is chosen to complement the image.  
• Cover graphic is high quality, with no pixilation, blurriness, or distortion.  
• Elements are placed on the page intentionally and thoughtfully, with attention to alignment. | • Image and text are too heavily isolated to one section of the spread.  
• Font color does not relate to the image.  
• Cover graphic is pixelated, blurry, or distorted.  
• Elements are placed on the page haphazardly. |
| **Text Display** | • The design uses visual hierarchy – including font size, color, and/or effects – to make sure the most important information stands out.  
• Text is clear and legible. | • Little attention is paid to the visual organization of text.  
• Text legibility is problematic through text placement or design. |
| **Template and Layout** | • The magazine template is used to create a professional-looking layout.  
• The layout is customized to best fit the article's content, including image placement, image size, and font choices. | • The magazine template is not used or shows a lot of technical errors.  
• Little attention is paid to how the magazine layout suits the article content. |
| **Ethical use of imagery** | • If needed, attribution is given for graphics used. For each attribution, the source and original creator is clearly labeled. | • Obviously copyrighted material is reused without attribution. |