

Greeting Card Rubric

	Exceeds Standard (3 Points)	Meets Standard (2 Points)	Below Standard (1 Point)
Text	Text complements and strengthens the holiday, colors, and images on the card.	Text is appropriate for the holiday, colors, or images on the card.	Text does not match the holiday, colors, or images on the card.
Colors	There is a strong connection between the colors on the card and the holiday, text, and images.	Colors are appropriate for the holiday, text, or images on the card.	Colors do not make sense with the holiday, text, or images on the card.
Images	Images clearly make sense with the holiday, colors, and text on the card.	Images are appropriate for the holiday, colors, or text on the card.	Images are not in keeping with the holiday, colors, or text on the card.
Overall Quality	The card shows conscientious, careful work and attention to detail.	The card shows thoughtful work.	The card shows sloppy or hurried work.
Reflection	The reflection thoroughly discusses the writer's choices in composing the card appropriately for a specific audience, purpose, and occasion.	The reflection generally discusses the writer's choices in composing the card for a specific audience, purpose, and occasion.	The reflection does not adequately explain the writer's choices in composing the card.

Comments: