

CATEGORY	4	3	2	1	0	SCORE
Visual Appeal (Creativity)	Excellent use of space and strong color choices compliment the attributes of the chosen Greek god or goddess.	Good use of space and strong color choices hint at the attributes of the chosen Greek god or goddess.	Adequate use of space and color choices. The attributes of the chosen Greek god or goddess are not obvious.	Poor use of space and color choices. The attributes of the chosen Greek god or goddess are not obvious.	No evidence or not turned in.	
Attributes (Research and interpretation)	Card excellently portrays attributes.	Good portrayal of attributes.	Minimal portrayal of attributes.	Unclear portrayal of attributes.	No evidence or not turned in.	
Readability	Excellent contrast between text and background. Font choices complement the aesthetics of the design and are at an easy to read type size.	Good contrast between text and background. Font choices are easy to read.	Readability issues with the font choice OR color contrast between text and background.	Readability issues with the font choice AND color contrast between text and background.	No evidence or not turned in.	
Technical Specification	Business card includes an appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing.	Business card is missing ONE of the following: appropriate name, title, one or more graphics, and email / web contact info. All information is within safe edge for printing.	Business card is missing ONE of the following: appropriate name, title, one or more graphics, and email / web contact info. Card contains misspelling(s). All information is within safe edge for printing.	Information is outside of safe edge and /or missing information and/or misspelling on the card.	No evidence or not turned in.	
Professionalism	Business card thumbnails are attached. Final card is ready for press.	Business card thumbnails are attached. Final card needs minor adjustments.	Business card thumbnails are missing and Final card needs minor adjustments.	Business card thumbnails are missing and Final card needs major adjustments.	No evidence or not turned in.	