Business Card

Excellent Submissions Meet All of the Following Criteria

	Criteria	Comments
Deadline	□ Deadline Met	
Size and Style of Text	□ Text is ideal size for the space □ Font style captures an ideal persona □ Consistent/Appropriate font changes	
Layout	□ Layout is exceptional in every way □ Layout is balanced □ Layout leads the eye to the important information □ Spacing is appropriate □ correct size with clearly defined border around options if printed on plain paper for drafts 1 and 2	
Print and Graphic Element Quality	□ Quality of print elements is crystal clear. □ Quality of graphic elements is crystal clear.	
Paper Type/Quality	□ Printed on appropriate paper/template intended for business cards	
Spelling, punctuation, and grammar	□ There are no spelling, punctuation, or grammar errors.	
Design	□ Original design □ Clearly aesthetically connected to personal marketing plan □ Specific Aesthetic--font and/or logo	
Content	Includes complete required information □ Name □ Title □ City □ Phone □ Email □ Website URL	
Drafts Included	□ All previously graded drafts and rubrics included □ All previous notes addressed	

Grade: _____