

Design A Sticker, Win A Scholarship Rubric

		Design	Creativity & Originality	Message	Requirements
Needs Improvement	1 to 3 points	Design is adequate, yet shows lack of planning and composition was not carefully planned. It is not based on basic art and design elements. Space is awkward.	Design reflects little originality. AI or clip art was used and the design was not edited. It may inspire students to find their path.	The message is clear, but lacks imagination, and lacks inspiration.	The design colors do not represent our brand colors OR does not include the words ReachHigherMontana.org.
Meets Expectations	4 to 7 points	Design was carefully planned, shows an awareness of basic art elements and design principles; arrangement and composition are unique and space is used effectively.	Design reflects an average level of originality and creativity. AI or clip art may have been used, but has been edited and they made it their own. It inspires students to find their path.	The message is clear, compelling and needs little or no explanation. Message inspires students.	The design includes our brand colors (blue, green, yellow, gray) AND includes the words ReachHigherMontana.org
Exceeds Expectations	8 to 10 points	Design was carefully planned, shows an awareness of more advanced art elements and design principles; arrangement and composition are unique and space is used effectively.	Design reflects a high level of originality and creativity, all work is or looks original. It inspires students to find their path using their own words and design.	The message is clear, original, compelling and needs no explanation. It goes beyond the obvious, using their own words or design to inspire students.	The design represents and understands our brand, and is on brand, using our colors (blue, green, yellow, gray) AND includes the words ReachHigherMontana.org.