

# Publishing Rubric



Key question: Is the finished piece easy to read, polished in presentation, and pleasing to the eye?

	<b>Developing</b> Presentation/formatting delivers a message that is clear in places and confusing in others.	<b>Proficient</b> Presentation/formatting works in standard, predictable fashion, delivering a clear message that appears finished.	<b>Exceptional</b> Presentation/formatting represents best of finished pieces; formatting extends understanding of message; finished appearance is of superior quality.
<b>Editing</b>	Piece is largely unedited.	Some evidence of editing but still contains noticeable errors.	Edited with precision.
<b>Font Size &amp; Style</b>	Fonts make piece hard to read or understand; size doesn't help capture importance or style.	Decorative fonts are limited in number; body paragraph fonts are consistent and appropriate; piece is easy to understand.	Fonts invite reader into text; enhance readability and enrich overall appearance; understanding is a breeze.
<b>"White" Space</b>	White space is random and confusing; identifying beginning and ending of text is difficult; piece is placed on paper without margins or boundaries.	White space begins to frame and balance piece; margins may be present though some text may crowd edges; usage is inconsistent; paragraphs begin to emerge.	White space helps reader focus on text; margins frame piece, other white space frames markers and graphics; usage is consistent and purposeful; most paragraphs are either indented or blocked.
<b>Images</b>	Visuals/graphics/charts/photographs are incomprehensible or unrelated to text; little evidence of original images.	Visuals/graphics/charts/photographs match and integrate with text at times; some evidence of original images.	Visuals/graphics/charts/photographs add layer of understanding; help enrich and extend meaning by focusing reader's attention on message; strong evidence of original images.
<b>Markers</b> (title, bullets, sidebars, columns, page numbers)	When markers are present they generally distract the reader and are used inappropriately.	Markers help reader comprehend message; used to organize, clarify, and present whole piece.	Markers extend and enrich text; navigating the text is made simple with these features.
<b>Color</b>	Utilizes unconventional color schemes that don't resemble mentor texts; color clashes makes text hard to read.	Color makes text readable. Mixture of colors are used, but might need some refinement.	Color creates visual interest. Contrast is used to add emphasis and promote ease of reading. Colors fit within a color family and work well together.
<b>Polish</b>	Formatting doesn't show mastery yet; piece is left unpolished and doesn't resemble mentor texts.	Some evidence of professional polish; some elements resemble mentor texts but there is still evidence of trial and error with formatting choices.	Professional appearance; piece resembles mentor texts and utilizes formatting options that are marketable.