

Exercise 4 – Lesson 6

Criterion	Strong A	Adequate B/C	Needs Improvement D/F
Strategic Use of Gestalt	Gestalt law is clearly and intentionally applied to support communication	Gestalt law is present but weakly articulated	Gestalt law is unclear or misapplied
Alignment with Communication Goal	Visual decisions clearly support the stated objective	Objective is present but not fully supported	Visual does not support the objective
Clarity of Visual Message	Message is easy to perceive and understand	Message is understandable with effort	Message is confusing or unclear
Intentionality of Design Decisions	Visual choices show clear purpose and reasoning	Some decisions appear intentional	Decisions appear arbitrary
Team Collaboration	Balanced contribution and clear teamwork	Uneven contribution but functional	Limited collaboration evident