

Cereal Box Design Rubric

	Score	Possible	
Front of the Cereal Box Design		15	Design is well balanced, school appropriate & full color. Contains: company branding, original cereal logo, original mascot, slogan, type of cereal, "hook", price & volume
Back of the Box Design		15	Design is well balanced, school appropriate & full color. Contains: advertisement or game, company branding, expanded "hook"
Sketch & Mock Up .psd file		20	Preliminary Sketch submitted. PSD file submitted. All sides of the mock up box are complete, text is facing the proper direction making panels ready to print.
Side Panels and Top		10	Top contains original cereal logo. & "Best if Used by" date. Barcode, Nutritional Panel & ingredients.
Assembled Project		40	Final Cereal Box prototype with all sides attached to the box submitted on time.
Total Score		100	

The following items **MUST be ORIGINAL**: Cereal Logo, Mascot, & Slogan

The following items **May be copied and pasted** from internet sources: Company Branding, Nutritional Information Panel, & Barcode

Cereal Cost & Plan Worksheets: 25 point grade