



# Bloom's Digital Taxonomy

## Digital Publishing Rubric

**Bloom's Taxonomic Level:**      **Creating**

**Relevant Key Words:** designing, constructing, producing, making, programming, Blogging, wiki-ing, publishing, directing/producing

### **Introduction:**

This is a rubric for applying the Principles of Design in developing a digital document/content. A digital document is not limited to a word processed product, rather it could be a blog or wiki entry, a web page, slide show presentation, DTP product etc.

The digital document must successfully answer the two key questions of design:

- Is it suitable for the Purpose?
- Is it suitable for the Audience?

Then the principles of graphic design are applied. This is broken down into two areas:

#### ***Aesthetics:***

- **Repetition and Consistency** – design features like use of colour, font selection or type, text layout, text enhancements, alignment, page structure etc are consistently use through out the document, page(s), site, presentation etc.
- **Layout, Shape and Form** – The way the digital document is structured or its layout, its shape and form enhance access to information
- **Colour** – the use of and selection of foreground and background colours enhances the documents ability to be read, is aesthetically pleasing, appropriate for the audience and the purpose of the document.
- **Flow** – the digital document has a logical flow and progression that enhances understanding and readability and encourages the viewer to read on
- **Harmony and balance** – the digital document is balanced, the different elements are in harmony with one another. Images used support purpose of the digital document. The different elements of the page(s) support each other. The whole layout enhances readability.

#### ***Function:***

- Does it convey information easily? - can you read it? Understand the message? Logically progress through the document?
- Is it efficient? - Is information easy to access? Convey information easily and quickly?
- Is it suitable? - Does it reflect the intended age group/audience/genre in its use of language, colour, layout, busy-ness, font selection and enhancements, image selection and enhancements etc. Is the information accurate or appropriate? (consider fictional writing)

	<b>Aesthetics</b>	<b>Function</b>
1	<p>The <b>layout</b> and the <b>finish</b> shows little care The digital document does not <b>flows</b>. There is little or inappropriate use of <b>design features</b>. Few of the elements of layout, use of colour and text enhancements enhance <b>readability</b>. Some of selections of colours, layout, fonts shape and form are suitable for <b>balance</b> and <b>harmony</b>.</p>	<p>The <b>purpose</b> and the <b>audience</b> of the digital document is unclear. The document is not suitable for the purpose or for the audience. <b>Information</b> is inaccurate, inappropriate and/or is difficult to access. The document is <b>inefficient</b> or hard to read.</p>
2	<p>The <b>layout</b> of the document and the <b>finish</b> is of an acceptable standard. The digital document <b>flows</b>. There is some use of <b>design features</b>. Some of the elements of layout, use of colour and text enhancements enhance <b>readability</b>. The digital document is mostly <b>suitability</b> of the purpose and audience. Some of selections of colours, layout, fonts shape and form are mostly <b>harmonious</b> and <b>well balanced</b>.</p>	<p>The <b>purpose</b> of the digital document is stated. The digital document is appropriate for the purpose. Some of the <b>information</b> is accurate or appropriate. The intended <b>audience</b> is stated. The student has attempted to design the digital document for its intended audience. The some elements or parts of digital document is <b>inefficient</b>.</p>
3	<p>The <b>layout</b> of the document shows care and the <b>finish</b> is of a good standard. The digital document has a logical <b>flow</b>. There is consistent use of some <b>design features</b>. The layout, use of colour, font selection, and text enhancements mostly enhance <b>readability</b>. The digital document is <b>suitability</b> of the purpose and audience. The selection of colours, layout, fonts, images shape and form are mostly <b>harmonious</b> and <b>well balanced</b>.</p>	<p>The <b>purpose</b> of the digital document is stated. The digital document is appropriate for the purpose, it conveys information and shows imagination or care. The <b>information</b> is mostly accurate or appropriate. The intended <b>audience</b> is stated. The digital document is design for its intended audience. The digital document is mostly <b>efficient</b>.</p>
4	<p>The digital document is well <b>laid out</b>, shows care, attention to detail and high quality <b>finish</b>. The digital document has a logical <b>flow</b>. There is consistent and appropriate use of <b>design features</b>. The layout, use of colour, font selection, text enhancements, imagery etc enhance <b>readability</b> and <b>suitability</b> of the purpose and audience. The colours, layout, shape and form show <b>harmony</b> and <b>balance</b>.</p>	<p>The <b>purpose</b> of the digital document is clearly stated. The digital document is suitable and appropriate for the purpose, it conveys information easily and shows imagination and care. The <b>information</b> is accurate or appropriate. The intended <b>audience</b> is clearly stated. The digital document is design for its intended audience. The digital document is <b>efficient</b>.</p>

## Enhancements:

### ***Text elements:***

Font type

- Serif or San Serif
- Modern or old style
- Decorative
- Script etc

Font weight

- Outline
- Normal weight
- Bold

Font size

Font style

- Normal
- italic

Font colour

Bullets and Numbering

Reverse Text

Word art

Alignments

- Right aligned
- Centered
- Left aligned
- Justified
- Force justified
- Indented
- Pulled quotes

Underline and strikethrough

### ***Page elements:***

Borders

Columns and frames

Shading and Background

headers and footers

Margins

Use of White space

text/image balance

text/media balance

### ***Hypertext and media elements:***

Anchors and links

Indexes and tables of content

Alt text

Media

- Sound
- video
- Imagery
- interactive elements
- dynamic elements