**Logo & Identity Rubric Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Logo Development (50 points)**  Date Due: Date Completed:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Extraordinary** | **Excellent** | **Adequate** | **Needs Work** | **No Effort** |
| Assignment / Problem | **10** | **8-9** | **6-7** | **3-5** | **0-2** |
| Did the student use the principles of design effectively? Is the work balanced? Aligned? Is there proper use of contrast and white space? Is there repetition, does everything go together? Is there a hierarchy of information? | Mastery of design. Student used many principles effectively | Design works well. Student used principles effectively | Design is apparent, student used only a few principles effectively | Design is basic, only minimal principles used or not used well | Poor design No use of principles apparent. Elements placed on page at random |
| Did the student pay attention to details and present neat, high quality professional work? Did he/she use the pen tool with careful accuracy? Did he/she take care to explore the product and re-create it with accuracy? | Extreme attention to details and exceptionally neat. All lines are masterfully placed. Product is completely accurate and true to original | Showed attention to detail and adjusted lines as needed. Drawing lines up and works well | Attempted to make work somewhat neat, some lines could be better adjusted, some details may be missing or not lined up | Low quality of work. No attention to details. Lines not adjusted, or lack of details. Art work does not line up | Poor quality of work, pen tool not used effectively. Missing details. |
| Is the students’ design solution successful? Did he/she create a product that is well designed? Does this product look like it could be sold in stores? Is the concept creative, unique or “out of the box”? | Mastery of creating a product that is clever and unique. Successful design solution. Student thought outside the box! | Effectively designed a product that is appealing and meets the intended requirements | Created a product and met the basic requirements, Could have been more unique or creative | Product is apparent but does not reflect creativity, thoughtfulness or interest | Did not fulfill the assignment. Design solution was not successful |
| How has the student demonstrated what he/she has learned? Does his/her work reflect that he/she has understood and applied new knowledge? | Has successfully internalized the lesson and used new knowledge effectively evident in their use of composition, Illustrator techniques and use of related tools | Has shown an understanding of new knowledge and improvement apparent in their use of Illustrator techniques and use of tools | Has shown some understanding and improvement from previous works, attempted to use Illustrator techniques effectively | Has shown little improvement or understanding from new knowledge, did not use Illustrator techniques effectively | Has shown no improvement or understanding of new knowledge |
| Did the student use their class time effectively to work on the project or assignment? Did student finish the project in time to meet the due date? Did student waste studio time in class? Did they make up the time if necessary? | Worked diligently throughout class time. Always focused on task and used time in class effectively | Worked most of the time. Completed project within time constraints. | Student could have used class time more effectively. May have been off task periodically | Student did not use time in class effectively. Lack of focus is apparent in the quality of work | Student did not work during class time. No focus on the task at hand. Needs to use time effectively |

**Overall Complexity of Design/Exemplar (+10 Points) \_\_\_\_\_\_\_\_\_\_\_\_ Top Total \_\_\_\_\_\_\_\_\_\_**

**Branding Page (+ 30 points)**

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| --- | --- | --- |
|  | **10-20** | **0-10** |
| Elements of Visual Design | Alignment of text, elements (line), placement of logos, proportion | Some elements missing: |
| Components | Name/Title, Colors, Graphic, Typography Text, Font Families & Color Hex Codes (even swatches) | Some components missing: |
| Iterations | 2 or 3 | Just 1 |
| File Naming Convention | Present | Not-present |
| Spelling Errors | No | Yes |

**Follow-up Redesign (After presentation feedback) (+10 points) \_\_\_\_\_\_\_\_\_\_\_\_\_ Grand Total\_\_\_\_\_\_\_\_\_\_\_\_**