

Name: _____ Date: _____ Assessor: _____

LT: I can design a high quality logo to use in my crew's final products.

Logo Rubric	0 No Evidence	1 Beginning	2 Developing	3 Meeting	4 Exceeding
Purpose/Audience	Design does not match its purpose.	Design has a slight connection to its purpose	Design is somewhat connected to its purpose	Design is clearly connected to its purpose	Design is definitely well connected to its purpose
Images- subject, style, and proportion	No images were used.	Images are present but are not effective	Images are somewhat effective	Images are effective	Images add to the message of the logo design
Fonts- words	Fonts not explored in drafts.	Fonts are ineffective.	Fonts are somewhat effective.	Fonts are effective.	Fonts add to the message of the logo design.
Layout- arrangement, color	The layout seems unintentional	The layout seems a bit intentional, but it takes away from the design.	The layout seems intentional, but unclear.	The layout is intentional and clear.	The layout adds to the intention of the logo.
Craftsmanship- presentation	No attention to detail or originality	Little attention to detail and originality	Some attention to detail and originality	Good attention to detail and originality	Detail is well crafted and originality is evident
Techniques- style	No specific techniques were used	Some techniques were used ineffectively	Some techniques work well, others don't	Techniques used are effective	Techniques used add to the message of the logo design

Circle types of techniques used: patterns, repetition, reflection, contrast, negatives, welding, interlocking, rotations, overlapping, double meaning, punchouts, symmetry, asymmetry, structures, framing, characterization

Comments: