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Graphics & Design
Logo Project

Student Name (Group): _____ Period: _____ DUE DATE: _____

Directions: Once you have completed the logo project, take a minute to look back over each category in the scoring rubric below. The rubric is designed so that you are able to self-assess your work based on scoring criteria and to give you the opportunity to make alterations to your design for the best score possible before submitting project to your instructor.

Student Section: When you feel your design is complete, write the number of points you think you earned in each category in the collumn labeled "Student". Then attach this sheet to the front of you design and turn the entire packet in for grading.

Scoring Rubric	1 - Developing	2 - Promising	3 - Accomplished	4 - Exemplary	Student	Instructor
Document Setup	File not saved in designated location on server. Teacher could not locate file.	File saved in designated location on server but file name *and* document setup are not correct.	File saved in designated location on server but file name *or* document setup are incorrect.	File saved in designated location on server, file name and document setup correct.		
Prep	Six thumbnail sketches were not drawn or not approved by instructor before composite on computer.	Six thumbnails were creative but student did not get approved by instructor before composite *and* did not continue with chosen thumbnail design.	Six thumbnails were creative but student did not get approved by instructor before composite *or* did not continue with chosen thumbnail design.	Six thumbnails were creative and approved by instructor before composite on computer. One thumbnail selected.		
Use of Illustrator-Tools	Student demonstrates minimal knowledge of tools. Student used tools inappropriately.	Student demonstrates adequate knowledge of tools tool but could use additional practice.	Student demonstrates working knowledge of tools but could use additional practice.	Student demonstrates full knowledge of the approved tools.		
Logo Design	Artwork does not display skill or effort with multiple mistakes or stray marks.	Logo could use some additional-work. Student incorporated features instructed to avoid in logo design. Artwork demonstrates student effort with only 3-4 visible mistakes.	Logo is satisfactory. Student used characteristics of good logo design. Artwork demonstrates student skill with only 1-2 minor visible mistakes.	Logo is extremly creative and unique. Maximum skill and quality demonstrated with no visible mistakes.		
General Assignment Requirements	Student did not follow directions and did not turn in assignment on time or in correct format	Student followed directions, was on task and managed time wisely, but did not turn in assignment on time *or* in correct format	Student followed directions, was on task and managed time wisely, but did not turned in assignment on time *or* in correct format	Student followed directions, was on task and managed time wisely, turned in assignment on time and in correct format		

Comments:

TOTAL | | |

Please fill out this form and attach to the front of your design.

Advanced Graphics & Design
Non-Profit Organization Project Rubric

Student Name: _____ Period: _____ DUE DATE: _____ Group # _____

Directions:
Once you have completed the project, take a minute to look back over each category in the scoring rubric below. The rubric is designed so that you are able to self-assess your work based on scoring criteria and to give you the opportunity to make alterations to your design for the best score possible before submitting the project to your instructor.

Student Section:
When you feel your design is complete, write the number of points you think you earned in each category in the column labeled "Student". Then attach this sheet to the front of your design and turn the entire packet in for grading.

Scoring Rubric:	1 -Developing	2 - Promising	3-Accomplished	4 - Exemplary	Student	Instructor
Document Setup •Margins & Columns •Layout •Gutters & Guide Rules (where applicable)	•File not saved in designated location on server. •File could not be located.	•File saved correctly •Document setup incorrect with major errors in formatting.	•File saved correctly •Document setup incorrect with minor errors in formatting.	•File saved correctly •Document setup is correct.		
Preparation •Thumbnail Sketches •Preliminary Designs •Creativity	•Few thumbnails were completed •Thumbnails lacked detail and did not include all information.	•Few thumbnails were completed •Thumbnail design could include more detail but demonstrated creativity.	•Four thumbnails were completed •Thumbnail design could include more detail but demonstrated creativity.	•Four thumbnails were complete and fully developed. •Thumbnail design was detailed and demonstrated creativity.		
Use of Software •Technical Skill	•Student demonstrates minimal knowledge of tools. •Student used tools inappropriately.	•Student demonstrates adequate knowledge of tools but could use additional practice.	•Student demonstrates working knowledge of tools but could use additional practice.	•Student demonstrates full knowledge of the approved tools.		
Design •Elements of Design •Principles of Design •Visual Appeal •Originality	•Artwork does not reflect an understanding of elements and principles of design. •There is little evidence of originality or visual appeal with multiple mistakes.	•Design could use some additional work. •Student demonstrated a basic understanding of elements/principles of design. •Artwork is lacking in composition or legibility with 3-4 visible mistakes.	•Design is satisfactory. •Student applied principles of design by using one or more elements effectively. •Artwork demonstrates originality and legibility with only 1-2 minor visible mistakes.	•Design is extremly creative and unique. •Student applied elements/principles of design with maximum skill and quality. •No visible mistakes.		
Project Organization •Communication •Problem Solving •Critical Thinking •Client Relations	•Student did not follow directions or the message is not communicated.	•Student followed directions and managed time wisely, but the intended message of the assignment is not clearly communicated.	•Student followed directions, managed time wisely, but the intended message of the assignment could have been improved with more effort.	•Student followed directions, managed time wisely, and clearly communicated the intended message.		
				Total:		

Comments: