

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

Graphic Communications Logo Project

Student Name: _____ 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.

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 you design and turn the entire packet in for grading.

Scoring Rubric	1 - Needs Improvement	2 - Average	3 - Satisfactory	4 - Excellent	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 <i>and</i> document setup are not correct.	File saved in designated location on server but file name <i>or</i> document setup are incorrect.	File saved in designated location on server, file name and document setup correct.		
Prep	Student did not complete company information. Six thumbnails 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 <i>and</i> did not continue with chosen thumbnail design.	Six thumbnails were creative but student did not get approved by instructor before composite <i>or</i> did not continue with chosen thumbnail design.	Student completed all company information. 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 extremely 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 turned in assignment on time <i>and</i> in correct format	Student followed directions, was on task and managed time wisely, but did not turned in assignment on time <i>or</i> in correct format	Student followed directions, was on task and managed time wisely, turned in assignment on time and in correct format		