

# LOGOS DESIGN PROJECT RUBRIC

NAME \_\_\_\_\_ PERIOD \_\_\_\_\_

PROJECT CRITERIA:	SCORE	POSSIBLE
<b>FEEDBACK (10 PTS.)</b> Did I give my classmates good feedback to improve on their project? Did I accept/use the feedback I was given by the class to improve my logo & business card? Did I accept/use the feedback I was given by Scales to improve my logo & business card?		10
<b>Mock Ups (10 PTS.)</b> Did I brainstorm 10 unique ideas to use to create your logo?		10
<b>LOGO DESIGN: (70 PTS.)</b> Is my logo appropriate for my business? Is my logo scalable? Memorable? Is my logo simple? Not too busy? Did I use appropriate colors?		
Logo 1:		10
Logo 2:		10
Logo 3:		10
Logo 4		10
Logo 5:		10
All logos are different and unique		10
Between the 5 logos, you have included all required elements of design		5
Between the 5 logos, you have included all required principles of design		5
<b>PROPER FILE MANAGEMENT (10 PTS.)</b>		
Files were in the proper format (.PSD and .PNG)		4
File was properly named (firstname+ lastname + period + logos)		3
File was properly submitted in a folder (copied to Ms. Scales)		3
<b>Total Score</b>		<b>100</b>