

# Logo Rubric

	Outstanding Ready to Publish	Effective Not There Yet	Emerging There's Lot of Work to Do	Unacceptable No Effort Shown
<b>Answers the Client's Needs</b> Eye-catching, Compelling. <b>Is on Strategy</b> Appeals to a wide Audience	The meaning and feeling of the logo is innovative and fits the natures of the organization. Clearly and effectively communicates a narrative about the topic. Appropriate for diverse audience.	The meaning of the logo is thoughtful and it represents the company. Identifies and focus on the topic. Appropriate for diverse audience.	The logo conveys some understanding of the organization. Identifies and communicates the topic with limited success; some basic aspects may be incomplete or confused. Inappropriate for diverse audience.	Last-minute rush copy of something on the internet
<b>Has a Concept</b> The style, & message is unique in its approach. Separates the product or service from the competition <b>Communicates Visually and Verbally</b> Instant recognition, Message is cohesive	Generated many ideas, exploring inventive and divergent thinking. Demonstrates flexibility and openness, new combinations and experimentation. Communicates message instantly	Explores multiple ideas or approaches, with some flexibility and experimentation/ risk taking. Some resources were used.	Explores multiple ideas or approaches, with some flexibility and experimentation/ risk taking. Used an idea that was inspired by another design.	Remains within conventional or safe parameters of thinking and ideas. Minimal exploration or experimentation. Copied another design.
<b>Employs Graphic Principles</b> Hierarchy, Balance, Dominance	Demonstrates strong understanding of design principles in composition. Design demonstrates mastery in consistency, scalability, and balance.	Adequately demonstrates understanding of design principles in composition. Design has modest consistency, scalability, and balance.	Unclear or absent demonstration of design principles such as scalability, figure/ground, balance, or unity.	Absent demonstration of design principles such as scalability, figure/ground, balance, or unity.
<b>Assignment Requirements Met</b> <b>Effort Shown</b>	Deadline Met. Display page done correctly. Excellent use of class time and resources. A lot of thought went into this design.	Deadline Met. Display page done correctly. Time and resources were used wisely most of the time. Some thought went into this design.	Turned-in 1 Day Late Display page done incorrectly- must be redone. Time and resources could have been used better as well as more thought into the design.	Turned-in very late or not at all. Display page not done to specifications. Poor use of time and resources in class and at home. Not much thought was put into this design.
<b>Technical</b>	Correct file format Software used to its full potential. Logo demonstrates strong use of vector manipulation tools. Overall design looks cohesive, professional and polished. Only vector tools used in design.	Correct file format Problems with software affected ability to explore more design layouts. Logo shows adequate use of vector tools and purposeful layout. Some elements may be rough, but does not distract from overall design.	Incorrect file format. Computer skills need to be practiced. Logo is absent or lacking in usage of vector tools. Final design looks rough and unpolished.	Incorrect file format. You could have done the same work with a crayon.