

Logo Design Rubric

	Excellent (4 points)	Good (3 points)	Satisfactory (2 points)	Poor (1 point)
Logo	This Logo clearly expresses the product or services through the use of symbols and manipulation of the letters.	This Logo adequately expresses the product or services through the use of symbols and manipulation of the letters.	This Logo expresses the product or services through the use of symbols and manipulation of the letter in a limited fashion.	This Logo does not express the product or services through the use of symbols and manipulation of the letters.
Craftsmanship/ Skill	The artwork shows excellent craftsmanship, and attention to detail.	The artwork shows average craftsmanship and attention to detail.	The artwork shows below average craftsmanship and little attention to detail.	The artwork shows poor craftsmanship and no attention to detail.
Creativity/ Originality	The artwork clearly demonstrates personal expression. Solution is very inventive.	The artwork demonstrates an average amount of personal expression. Demonstrates some inventiveness.	The artwork demonstrates little personal expression and inventiveness.	The artwork lacks evidence of personal expression and inventiveness.
Design	The artwork demonstrates excellent use of color. The design easy to understand and is visually compelling.	The artwork demonstrates good use of color. The design relatively easy to understand and is somewhat visually compelling.	The artwork demonstrates poor choice of color. The design is difficult to understand and is confusing.	The artwork lacks thoughtful design.
Use of Time	The student put forth the effort required and used class time well.	The student put forth effort and used class time adequately.	The student put forth little effort; during class time worked partially on project.	The student put forth no effort or the project was not completed; class time was not used well.

Total _____/20

A = 18-20 points

B = 16-17 points

C = 14-15 points

D = 12-13 points

F = 11 or less