LOGO DESIGN RUBRIC DETAILS

Objectives	Mastery-10	Outstanding-9	Good-8	Satisfactory-7	Needs Improvement-6
Preliminary activities; interest list, brainstorming and thumbnails.	* 5+ interests in picture format. * 3+ examples of unified font styles. * 2+ complete thumb-nails. Letters and interests unified.	* 5+ interests in picture format. * 3+ examples of unified font styles. * 1 complete thumb-nail. Letters and interests unified.	* 4+ interests in picture format. * 2+ examples of font styles. * 1 complete thumb-nail. Letters and interests combined.	* 3+ interests in picture format. * 2+ examples of font styles. * 1 thumbnail. Letters and interests combined.	* Few interests in picture format. * Lacking examples of font styles. * Incomplete thumb-nail.
Planned visual unity of the logo design.	* The elements of art are repeated to demon-strate unity of the design. (A puzzle.) *All letter and picture elements flow naturally.	* The elements of art are repeated to demon-strate unity of the design. (A puzzle.) *Most of the letter and picture elements flow naturally.	* The elements of art are repeated to demon-strate unity of the design. (A puzzle.) *Some of the letter and picture elements flow naturally.	* The elements of art are repeated in most areas to demon-strate unity of the design. (A puzzle.)	* The elements of art are not repeated throughout to demon-strate unity of the design. (A puzzle.) *Letters and pictures lack unity.
Creative combination of letter and picture elements.	*Unique usage of a decorative font style in combination with picture elements to produce a well unified design. *Picture elements dem-onstrate direct observation of subject matter. * Use of the elements of texture, value and/or space.	*Unique usage of a decorative font style in combination with picture elements to produce a well unified design. * Use of the elements of texture, value and/or space.	*Usage of a decorative font style in combination with picture elements to produce a well unified design.	*Usage of a decorative font style in combination with picture elements.	* Design is copied in part or total and/or reflects minimal thought for unifying elements.
Overall neatness of the design.	*Necessary tools were used start to finish. *All of the elements of art are developed with care and color demonstrates advanced application. *Matting for display is done carefully and/or creatively.	*Necessary tools were used start to finish. *The elements of art are developed with care. *Matting for display is done carefully.	*Necessary tools were used most of the time. *The elements of art are developed with care. *Matting for display is done carefully.	*Necessary tools were used some of the time. *The element of color is added with care. *Matting for display is done carefully.	*Necessary tools were used for the pencil rendering but not for the element of color. *Matting for display lacks neatness and care.