Logo Rubric

Criteria	Excellent, Advanced	Proficient, Above Average	Basic, Average	Emergent, Minimal
Attractiveness	The overall appearance of the logo is pleasing. Titles, text, colors, and graphics are exemplary. The logo is attractive and stimulates the viewers interest.	Overall graphic balance and organization of the logo is acceptable. There is an appropriate balance of easy to read titles, text, colors and graphics. The logo is attractive but promotes limited viewer interest.	Colors, backgrounds, and/or text are not used effectively, but are readable. Icons and other graphical elements don't seem to serve any useful purpose other than for decoration. The logo is unattractive or distracting.	The colors or background are too busy which makes the text hard to read. There ore few icons or graphical elements. The project is unattractive.
Layout/Design	There is unity and consistency among text and graphic elements. Text and graphic elements are arranged to create an organized white space.	There is adequate unity but some inconsistency among text and graphic elements. Text and graphic elements are arranged but lack appropriate white space appearing cluttered.	Project has text and graphics however; they lack or have too much white space. There is little unity and consistency among the text and graphic elements.	Project lacks text or graphics with no organized white space. There is no unity or consistency among text and graphic elements.
Technical Elements	The project manipulates material to crate an original product. The project demonstrates the benefits of using technology in the creative process.	The project manipulates material using technology but the product lacks originality.	The project uses material with minimal manipulation. Although technology is needed, an original product is not produced.	The project does not reflect technical manipulation. It could be completed without technology.
Content/Originality	The design is unique and original. The student can recognize a logo and the elements that make up a logo.	Design is original but similar in one way to another logo. Student can recognize a logo and the elements that make up a logo.	The design is similar in several ways to another logo. Student appears to have recognized a logo and some of the elements that make up a logo.	The logo looks like it has been copied from someone else or somewhere else. Student can describe something about a logo but can not be sure of what a logo is.