

Graphic Design 2: Apparel Group (Product, Branding, Marketing)

Logo Design

Name: _____ Period : _____

Grading Rubric

| LOGO/APPAREL GROUP NAME | | | | | |
|-------------------------|--|--|---|--|--|
| Score | Criteria | Excellent (10) | Good (8-9) | Fair (6-7) | Poor (0-5) |
| | Format/Use of Design Principles | Exceptional planning & thought given to the elements and design principles | Good thought given to the elements and design principles | Acceptable thought given to the elements and design principles | Poor use or no thought given to the elements and design principles |
| | Originality & Simplicity | Original and exceptionally exciting concept | Original and interesting concept | Original concept | Not an original concept |
| | | Simple, yet powerful; will look good in a variety of contexts and in color or b/w | Conceptually good, but some aspect may need adaptation for use in other contexts or in color or b/w | Fair, but some aspect may need adaptation for use in other contexts or in color or b/w | Lines are not clean; will not be suitable in other contexts (or in color or b/w) |
| | Company Image | Excellent choice of colors, graphics and design; exceptional representation of the company image | Good choice of colors, graphics and design; accurately represents the company image | Fair choice of colors, graphics and design; accurately represent the company image | Choice of colors, graphics and design elements do not accurately represent the company image |
| | Time Management | Handed in early | Handed in on time | | Handed in late |
| | Overall Impression | Flawless, exceptional work! Completed task, well-developed and thought out | Good job; Completed task, developed with some thought (only one error noted) | Fair; Completed task, with some thought (two errors noted) | Needs work; appears incomplete, or under developed (three or more errors noted) |
| | TOTAL (50 points) | | | | |

Comments: