Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_

Graphic Design Personal Logo Final Rubric

**Design Concept 20Pts.: Standard 3: Invent and Discover to Create**

\_\_\_\_ **20+:** Able to independently create a powerful, adaptable logo with creative representation

\_\_\_\_ **18-20:** Able to demonstrate clean, well-designed logo that clearly represents you as a person.

­­­\_\_\_\_ **14-18:** Able to demonstrate limited understanding of how a logo represents you.

\_\_\_\_ **<14:** Needs significant teacher support to demonstrate basic skills

**Contrast: 20pts: Standard 3: Invent and Discover to Create**

\_\_\_\_ **20+:** Creative demonstration of understanding of Contrast.

\_\_\_\_ **18-20:** Able to demonstrate contrast through the balance of black and white (or color)

­­­\_\_\_\_ **14-18:** Logo is lacking contrast. Logo is difficult to see from a distance.

\_\_\_\_ **<14:** Unable to demonstrate understanding of contrast without significant support

**Color Versatility:** **20pts: Standard 3: Invent and Discover to Create**

\_\_\_\_ **20+:** Able to independently demonstrate powerful color combinations in a variety of contexts

\_\_\_\_ **18-20:** Demonstrates clear understanding of color applications

­­­\_\_\_\_ **14-18:** Logo does not translate well with different color combinations

\_\_\_\_ **<14:** Unable to demonstrate color combinations.

**Photoshop Skills 20pts: Standard 3: Relate and Connect to Transfer**

\_\_\_\_ **20+:** Able to creatively and appropriately create a logo in photoshop using a variety of tools.

\_\_\_\_ **18-20:** Uses photoshop to effectively create personal logo

­­­\_\_\_\_ **14-18:** Limited understanding of Photoshop. Choices are random and not purposeful.

\_\_\_\_ **<14:** No evidence of photoshop editing skills

**Artist Statement:** **Standard 3: Relate and Connect to Transfer**

\_\_\_\_ **20+:** Able to communicate effectively and creatively about process and concept

\_\_\_\_ **18-20:** Demonstrates ability to reflect on creative process and explain design concepts in paragraph form

­­­\_\_\_\_ **14-18:** Limited ability to reflect on process and design. (Follows only *some* prompts, not in paragraph form, etc.)

\_\_\_\_ **<14:** Unable to respond to prompts in a meaningful way

\_\_\_\_\_\_\_\_\_\_\_ /100 Total Points

\_\_\_\_\_\_\_\_\_\_\_/Final Grade