

Logo Design Rubric

	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)	Value
Knowledge of Software	Reluctant to learn and use new tools and procedures.	Does not use all the appropriate tools for this project.	Uses Pathfinder, Drawing, Moving and Color Tools appropriately.	Discovers and uses new capabilities of the software.	8
Logo Creation (Application)	Logo is incomplete & ineffective. It is cluttered, drab & unfocused.	Completed logo is ineffective because it's cluttered or drab or complicated.	Logo is completed on time. It is focused colourful & uncluttered	Logo is completed on time. The design is creative, colourful and streamlined.	16
Logo Design (Thinking & Inquiry & Communication)	Message is unclear, contradictory, and lost in the graphical confusion.	The message is unclear, or contradictory, or lost in confusion.	Graphic elements are used effectively to interest the viewer & convey message.	Graphic elements are used creatively to attract the viewer & convey message.	16
Total					40

Name: _____

Class: _____

	Comments	Mark	Value
Knowledge of Software			8
Logo Creation (Application)			16
Logo Design (Thinking & Inquiry & Communication)			16
Total			40