

Computer Graphics 1		Design Assessment Rubric			Ms. Cone
Student Name:					
Project Title: <u>Logo Design, Web Banner, Business Card</u>					
		0 Poor. Not at all	1 Fair. Met Basic Requirements	2 Very Good. Commendable Effort.	3 Excellent Outstanding effort
	/3	Personal Growth: The logo design and other items show that student challenged his/herself. The work shows improvement from the student’s previous work.			
	/3	Originality/Creativity: The logo and other items are original, innovative, and inspired. The artwork used to create the logo is original. There is evidence of this by the completion of original sketches.			
	/3	Logo Design Concept: The logo includes a symbol and text. Logo represents the business effectively and clearly. The logo meets the criteria for effective logo design. Two sketches were completed.			
	/3	Technical Elements: The craft of the final logo shows skill in creating shapes, treating space effectively, choosing and using color, and good use of negative space.			
	/3	Web Banner- The banner shows the use of the logo along with an original background design. Elements were added to support the logo design and enhance the company identity. Banner looks professional and ‘web ready’.			
	/3	Business Card Design- Business card contains the logo and all required elements. Card is stylized and eye catching. All information is easy to read and understand.			
	/3	Effort and Participation: The student was cooperative during instructional and used all work sessions productively. The student made an effort to contribute positively to the classroom environment. Excellent effort is evident.			
	/3	Presentation: The final presentation is a good example of 2-d composition and unity of elements. Technical skills are evident and all edges were evenly and accurately trimmed. The final presentation is free from mistakes and includes all components. (logo, card, web banner).			
____/Total pts.		Please answer: a. If you had the opportunity to change anything about your logo, what would that be? b. Do you feel your logo design is effective? Explain why or why not.			