

Name _____

Graphic Design Logo Rubric and Reflection:

Standards/criteria	Exceeds -4	Meets-3	Developing-2	Unsatisfactory-1
<u>Process/planning:</u> Use of brainstorming, and thumbnails to develop and refine concept	Developed many different ideas and used 3+ thumbnails to try different versions and refine concept	Developed several different ideas and used a couple thumbnail studies to refine final concept	Went with first idea with some refining	Went with first idea without refining
STATEMENT OF EVIDENCE:	Describe how you refined your initial idea through brainstorming and Thumbnail studies:			
TECHNIQUE/ use and control of learned illustrator techniques	Techniques were used skillfully, and intentionally to create desired effects in final logo.	Most techniques were used intentionally to create desired effects.	Some techniques were used skillfully and intentionally , but design was limited from lack of knowledge of some techniques	Limited use of techniques. Design is simplistic and underdeveloped as a result
STATEMENT OF EVIDENCE: Check the boxes and elaborate on the back where and why you used each one.	Pen tool____ Pathfinder____ Clipping mask____ Shape tool____ Gradients____ Type tool____ Opacity of colors____ Brush/pencil tools____	<u>Other tools:</u> Please list other tools you used. Describe where you used them and why?		
DESIGN: Use of intentional design concepts	Intentional use of art elements and design principles. Student can thoroughly articulate how they are used to create desired effect and visual communication of concept	Good use of a couple elements and principles. Good articulation of how they are used.	Some use of elements and principles. Could be more intentional.	No intentional use of design concepts. Concept is not clearly communicated
STATEMENT OF EVIDENCE Check the boxes of design concepts you utilized State where and why you used them	Elements: Line____ Shape____ Texture____ Value____ Color____ Space/Form (illusion of 3D)____ Positive/_negative space____ Organic____ Geometric____	Principles: Balance(symmetrical____ asymmetrical____) Contrast/Emphasis____ Movement/Rhythm____ Pattern____ Layout (rule of 3rds)____		

