

Name:  
Date:

**Artistic DESIGN 80%**

	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Inadequate</b>	
	[18-20]	[13-17]	[6-12]	[0-5]	<b>POINTS</b>
<b>Design: Clear &amp; Relevant</b>	The overall design of the logo clearly and effectively represents the person. The logo is clear/easy to understand and has a strong visual impact. The final product is highly original: eye-catching, highly effective and expressive.	The design is generally effective. One or two of the effects used reflect the person/personality of the artist. Most of the logo can be easily understood and graphics/visual imagery support the logo idea.	Choice of graphic(s) could use improvement; graphic(s) are confusing or misleading. The design was made by the student, but is based on the designs or ideas of others (not very original).	The design elements are not directly associated with the person/personality or work <i>against</i> the overall design and/or are difficult to understand. The final design is not effective at creating a visual, expressive logo.	20
<b>Composition &amp; Color Meaning</b>	The color has meaning; it reflects the person and adds meaning to the design. The composition is thoughtfully composed and serves a purpose. The letter forms are well-placed. All help to convey the proper sentiment.	The colors somewhat relate to the person & design. The composition is generally strong; the arrangement of the letter forms was considered. There was an attempt to make composition purposeful and color meaningful in the design.	The colors and composition do not quite work together successfully in the design. Color is tentatively applied and/or the composition has not been carefully considered.	Composition and color meaning were not carefully considered or applied. The color choices and composition work <i>against</i> the design/give the wrong impression of the person/logo design.	20
<b>Font &amp; Text</b>	The text is readable. The color font fits the logo. The text and fonts used are carefully researched & chosen. The font fits with the overall design.	The word is readable from 6 feet away. The color of the fonts somewhat relates to the logo design. Some font research completed.	The text is difficult to read (too small or too 'busy'). The font does not fully support the logo design. More research is needed to find the appropriate font.	Font does not fit the design/reflect the person. The size of the text seems arbitrary or inadequate. The font works <i>against</i> the design.	20
<b>Artistry, Design &amp; Concept Development</b>	All of the design choices work together to create a professional-looking, attractive logo. Strong concept based on research & development. Student can explain his/her design decisions. All requirements met.	Concept is relatively clear, design has some strong and some weak elements; limited research and concept development. Craft-work is strong. Student can explain 1-2 design decisions.	Design elements are not carefully chosen or applied. The final product was rushed/hastily made. The overall design is not visually appealing/ appropriate and not well crafted. Student unable to fully explain 1 design decision.	Design elements do not work together; work is dirty/sloppy, in the wrong format, little research or concept development. Student unable/unwilling to explain any design decisions.	20

**Artistic PROCESS 16%**

	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Inadequate</b>	
	[4]	[3]	[2]	[1]	
<b>Experimental &amp; Exploratory</b>	Tried many approaches to the assignment, gained new knowledge through personal experimentation & exploration.	Did some experimenting with materials, processes and/or ideas.	Little exploration or experimentation, had to be pushed to experiment & explore.	Did not experiment with or explore materials, process or ideas.	4
<b>Effort &amp; Will</b>	Focused, willing to revise/rework, gave & received feedback, pushed oneself.	Worked to potential, was focused.	Did minimum to complete the assignment.	Showed little or no interest in the assignment or in learning something new; little effort given.	4
<b>Skillful Use of Materials &amp; Technologies</b>	Worked independently, successfully used a variety of skills, materials and approaches learned in class	Used 1-2 new materials or approaches.	Materials not cleaned/handled properly	Unable to successfully apply skills learned in class independently	4
<b>Time Management</b>	Work was on time; worked well in and out of class, helped others, punctual.	Majority of the work was on time, stayed on task most days.	Reminders given, unable to structure one's own work time.	Work was not on time, was a distraction to others, needed to be kept on task.	4

**Artistic MERIT 4%**

<b>Bonus</b>	Exceeded the expectations of the assignment
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**Total Points 80**

**Total Points 16**

4

<b>GRADE</b>	<b>100</b>
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