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| |  | | --- | | **LOGO Design : Individual Logo Rubric**  Teacher Name:  Student Name:     \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Group: \_\_\_\_\_\_\_\_\_\_\_\_ | |

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| CATEGORY | 4 | 3 | 2 | 1 |
| Content - Accuracy  (Incorporate at least 1 construction in logo) | Constructions present in logo are correct.  Logo ties to the group theme. | Constructions are correct, but group theme is not present. | Group theme is present, but constructions are inaccurate | Neither the group theme or construction is accurate. |
| Explanation/ Justification of Construction | Full justification is present and accurate for all constructions present. | Minor errors in justification. | Justification is not present for all constructions or there are significant errors | Almost no justification is given. |
| Explanation of how your logo fulfills the group theme and company. | The explanation is clear, insightful, and correct. It uses knowledge of symbolism and constructions. | The explanation is shallow, unclear, or incorrect in a minor way. | The explanation is shallow, unclear, or incorrect in a major way. | The explanation is very poorly done. |
| Use of Class Time | Used time well during each class period. Focused on getting the project done. Never distracted others. | Used time well during each class period. Usually focused on getting the project done and never distracted others. | Used some of the time well during each class period. There was some focus on getting the project done but occasionally distracted others. | Did not use class time to focus on the project OR often distracted others. |
| Attractiveness | The logo is exceptionally attractive in terms of design, layout, and neatness. | The logo is attractive in terms of design, layout and neatness. | The logo is acceptably attractive though it may be a bit messy. | The logo is distractingly messy or very poorly designed. It is not attractive. |
| Peer Evaluation Score | Completed a peer evaluation Yes/ No  Average Group Score \_\_\_\_\_\_ | | | |

Individual Grade:

Comments: