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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: