

# DM1 DESIGNING 10 LOGOS RUBRIC

NAME \_\_\_\_\_ PERIOD \_\_\_\_\_

PROJECT CRITERIA:	SCORE	POSSIBLE
<b>FEEDBACK (10 PTS.)</b> Did I give my classmates good feedback to improve on their project? Did I accept/use the feedback I was given by the class to improve my logo & business card? Did I accept/use the feedback I was given by Scales to improve my logo & business card?		10
<b>Mock Ups (10 PTS.)</b> Did I brainstorm 15 unique ideas to use to create your logo?		15
<b>LOGO DESIGN: (70 PTS.)</b> Is my logo appropriate for my business? Is my logo scalable? Memorable? Is my logo simple? Not too busy? Did I use appropriate colors?		
Logo 1:		7
Logo 2:		7
Logo 3:		7
Logo 4:		7
Logo 5:		7
Logo 6:		7
Logo 7:		7
Logo 8:		7
Logo 9:		7
Logo 10:		7
<b>PROPER FILE MANAGEMENT (10 PTS.)</b>		
File was in the proper format (.psd)		4
File was properly named (firstname+lastname + logo)		3
File was properly submitted (copied to Ms. Scales)		3
<b>Total Score</b>		<b>100</b>