

LOGO RUBRIC

	4	3	2	1
Logo	The logo clearly expresses the product or services through the use of symbols and / or manipulation of letters.	The logo adequately expresses the product or services through the use of symbols and / or manipulation of letters.	The logo expresses the product or services through the use of symbols and / or manipulation of letters in a limited fashion.	The logo does not express the product or services through the use of symbols or manipulation of letters.
Craftsmanship	The artwork shows excellent craftsmanship and clear attention to detail.	The artwork shows average craftsmanship and attention to detail.	The artwork shows below average craftsmanship and attention to detail.	The artwork shows poor craftsmanship and no attention to detail.
Elements of Art (ESK1)	The artwork demonstrates excellent use of the chosen Elements of Art.	The artwork demonstrates an average amount of the chosen Elements of Art.	The artwork demonstrates a poor amount of the chosen Elements of Art.	The artwork lacks the chosen Elements of Art.
Creativity	The artwork demonstrates original personal expression and outstanding problem solving skills.	The artwork demonstrates some logical expression and outstanding problem solving skills.	The artwork demonstrates an average amount of personal expression.	The artwork demonstrates little to no amount of personal expression.
Habits of Mind (Accountability)	The student put forth the effort required, used class time well, and provided high quality process *documents.	The student put forth effort, used class time adequately, and provided above average process *documents.	The student put forth little effort, used class time partially, and provided poor process *documents.	The student put forth no effort, used class time inefficiently, and provided incomplete *documents.

* thumbnails, rough drafts