

PROJECT 03

LOGO DEVELOPMENT

DATE

POINT VALUE : 100

STUDENT

STRATEGY/CONCEPT — Demonstrated clear critical thinking & concept development through creative brief, mind-mapping and sketching. Displayed human-centered ethical, compassionate reflection and engagement. Demonstrated innovation; ability to solve a problem. Demonstrated ability to create meaning through symbolism.	1 2 3 4 5 6 7 8 9 10
ORIGINALITY/CREATIVITY — Able to creatively engage at a higher level, move beyond comfort zone, explore multiple options with rigor and responsibility.	1 2 3 4 5 6 7 8 9 10
RESEARCH, ITERATION, EXPLORATION — Able to conduct research, critically examine marketplace, iterate & push oneself to explore beyond initial instincts.	1 2 3 4 5 6 7 8 9 10
MARK/SYMBOL AS FORM — Demonstrated ability to create a unique logomark. Examining ideas of balance, white space, tension and simplicity. Explored the expressive qualities of graphic treatment. Developed a sensitivity for shape, proportion, weight, balance.	1 2 3 4 5 6 7 8 9 10
TYPOGRAPHY/TYPE AS FORM — Demonstrated ability to create a unique type treatment to compliment the symbol form. Examining ideas of balance, white space, tension. Explored the expressive qualities of different type families. Developed a sensitivity for shape, proportion, weight, balance.	1 2 3 4 5 6 7 8 9 10
OVERALL COMMUNICATION/EFFECTIVENESS — Demonstrated the ability to communicate intentions, strategy and techniques that results in moving the audience. Designer holds responsibility for the artifact and the political & social impact of viewers.	1 2 3 4 5 6 7 8 9 10
ITERATE/REVISE/REFINE — Actively participated in critiques with thoughtful and intelligent comments, justified thinking and suggested ideas to others. Accepted constructive criticism, suggestions and ideas openly from instructor and classmates.	1 2 3 4 5 6 7 8 9 10
TECHNOLOGY/FILES/ARCHIVING — Demonstrated the ability to build the designs in a way that is demanded of the profession. Files & artwork are clearly named and organized. All files, fonts, artwork and PDF are supplied for grading. Demonstrates the need for archiving and backup.	1 2 3 4 5 6 7 8 9 10
PRESENTATION/ORAL/WRITTEN/PRINTING/DOCUMENTING — Your solutions to the project exceeded the expectations of the project's tasks. Additionally, interest, enthusiasm, and passion for design and the learning process have been displayed. Demonstrated thoughtful consideration of paper and printing technique.	1 2 3 4 5 6 7 8 9 10
PROCESS/EFFORT/ENGAGEMENT — Stayed current with daily requirements and displayed evidence of time investment. Followed flow and demonstrated process, exploration, research.	1 2 3 4 5 6 7 8 9 10
TOTAL	

97-100% = A+
93-96 = A

90-92 = A-
87-89 = B+

83-86 = B
80-82 = B-

77-79 = C+
73-76 = C