

Illustrator Logo Unit

Company & Team Mascot Logo Design

Criteria	0	1	2	3	4	Checklist
Process & Problem Solving	Did not attempt	Less than half bullet points accounted for.	Half or Less bullet points accounted for.	All bullets checked	All bullets checked. Fully completed with great detail, thorough responses and keen attention to process and project completion	<input type="checkbox"/> Company / Team logo investigation completed and submitted to Schoology
Theme						<input type="checkbox"/> Formative lessons from Video Tuts
Technique						<input type="checkbox"/> Sketchbook use with minimum # of sketches
						<input type="checkbox"/> Company name from "WordLab"
						<input type="checkbox"/> New team logo name and city
						<input type="checkbox"/> Symmetrical design in illustrator with shapes
Creativity & Originality	<input type="checkbox"/> Strokes define edges					
	<input type="checkbox"/> Color represents intent					
	<input type="checkbox"/> Highlights and shadow shapes used to enhance aesthetics.					
Composition & Design	<input type="checkbox"/> Clean editing. No rough edges. Rounded handles are used.					
	<input type="checkbox"/> Type matches aesthetic					
	<input type="checkbox"/> Designs are completely original. If reference image is used from online, it must be changed/altered by 85%.					
	<input type="checkbox"/> Good design and not too visually "busy" <input type="checkbox"/> Balanced composition (symmetrical or asymmetrical, open or closed) <input type="checkbox"/> Many layers define logo <input type="checkbox"/> Evidence of use of principles of design. Write down principle of design evident _____					

Final Mode Score
