

Rubric

1 pt.	5 pts.	10 pts.
The research lacks depth or effort.	<p>Research - Your research shows some evidence of tips to create an effective logo were collected.</p> <p>Some evidence of multiple attempts to improve upon in-progress ideas.</p> <p>There are 5 - 9 images or examples of successful logos and marks that have been submitted with the research.</p>	<p>Research - Your research shows a lot of evidence of tips to create an effective logo were collected.</p> <p>A lot evidence of multiple attempts to improve upon in-progress ideas.</p> <p>There are 10 or more images or examples of successful logos and marks that have been submitted with the research.</p>
1 pt.	3 pts.	5 pts.
	<p>Logo - The logo demonstrates an accidental use of the elements and principles of design.</p>	<p>Logo - The logo demonstrates an effective use of the elements and principles of design.</p>
	<p>The logo is trying to communicating the identity of the client.</p>	<p>The logo is effective at communicating the identity of the client.</p>
	<p>mark - The mark demonstrates an accidental use of the elements and principles of design.</p>	<p>mark - The mark demonstrates an effective use of the elements and principles of design.</p>
	<p>The mark is trying to communicating the identity of the client.</p>	<p>The mark is effective at communicating the identity of the client.</p>
	<p>Logo and mark together - The logo and mark together demonstrate an accidental use of the elements and principles of design.</p>	<p>Logo and mark together - The logo and mark together demonstrate an effective use of the elements and principles of design.</p>
	<p>The logo and mark together are trying to communicating the identity of the client.</p>	<p>The logo and mark together are effective at communicating the identity of the client.</p>

Total points for this project 40