

## Branding Badge Rubric

1 Point	3 points	5 Points
The background shapes lack complexity to create a useful design.	The Branding Badges have simple background shapes. The layers of shapes have not been modified via adjusting the anchor points. There is limited use of a variety of stroke weights.	The background shapes of the Branding Badges were created via overlapping shapes, with a variety of fill colors, and stroke weights. The background shapes are complex and relate to the product being presented.
The project lacks effort to use the appropriate colors to express the mood of the product or service being presented.	The color scheme is basic. There is minimal use of fill colors. There is minimal use of stroke colors. The colors have little relationship to the product. The colors could be improved to help emphasize important elements.	Both Branding Badges have a color scheme that relates to the product or service. Color is used to enhance the readability. Color is used to emphasize important elements.
The typeface / font is hard to read.	The typeface / font is readable, but only kind of relates to the product or service. The typeface is too small, or blocked by other elements of the design.	The Branding Badges have an appropriate typeface / font that relates to the product or service being presented. The words are readable – Yes - Correct size, No - conflicting colors, No - interference from other elements of the design. The type has been customized. The tracking of the type has been adjusted.
The Branding Badges are disorganized. There is no alignment or consideration for how elements are used.	The Branding Badges demonstrate evidence that the spacing, size or grouping of elements was not fully considered or explored.	The Branding Badges have well-organized space. The background shapes, type and other elements are aligned and balanced.
The project lacks effort.	There is evidence that the student was more focused on getting done than trying to make a great project.	There is evidence of a lot of effort to create an appropriate project.