

VFS EVALUATION LOGO RUBRIC

STUDENT:

Category	Evaluation Criteria (Place an X in 1 of the 3 evaluation options to the right in the corresponding cell of each category. If your evaluation falls in between 2 of the evaluation options, place the X on the line separating the 2 cells.)	Unsatisfactory* (Below Expectations)	Satisfactory* (Meets Expectations)	Excellent* (Surpasses Expectations / Moving Beyond The Academic - Claiming The Project)
Presence & Participation	<ul style="list-style-type: none"> Is your voice an asset to our class critiques or should you participate more? 			
Concept	<ul style="list-style-type: none"> Does your logo represent your chosen brand appropriately and effectively? 			
Process	<ul style="list-style-type: none"> Was brainstorming and iteration a key component of your process? Did you create and explore enough versions? Did you create and explore enough variations? Did you manage your time appropriately? Does your logo reflect the time you put in? Does your logo show evidence that you challenged yourself? Does your logo show a progression of continuous improvement? 			
Type (if applicable)	<ul style="list-style-type: none"> Did you explore a number of typefaces? Is your typeface of Quality and Appropriateness? Did you explore style (bold, italics, outline, etc)? Is craft evident in your type? (No Stretched Type / Attention to Alignment, Kerning, Leading, etc.) 			
Symbol (if applicable)	<ul style="list-style-type: none"> Is the visual language appropriate for your intended audience and/or subject (style)? Are you using supporting visual elements (i.e. texture, patterns, lines, shapes, etc.) 			
Color	Are you using appropriate color concepts? <ul style="list-style-type: none"> Value: achromatic, monochromatic, primary, etc.; Saturation; Temperature: warm or cool) Color as Meaning Contrast Color Interaction (Relativity (No Vibrating) / Balance) 			
Technical Craft	<ul style="list-style-type: none"> Is it evident that you are mastering Adobe Illustrator (and more specifically direct selection and bezier curves)? 			
Creativity / Originality	<ul style="list-style-type: none"> Is your logo inspired and original (or so highly modified that it becomes something completely new and original)? 			
Comments				