**Assignment 4**

EXSM 3922: Visual Design for UI

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## Assignment Grading Criteria

**Participation in online critique (15%)**

Student is commenting on other student's posted assignments during critique and is contributing to discussions.

**Professionalism (15%)**

Assignment is submitted on time and file adheres to technical specifications (size, resolution, file name, etc.)

**Process (35%)**

Student demonstrates an iterative process to develop the final logo form.

**Appropriate Form (35%)**

Organization description is thoroughly written and addresses audience, service, and context. Overall logo form is easy to understand (no areas are ambiguous) and the shapes are easy to read at a small size. Negative space has been utilized well. The shapes and styles match the organization description.

A+    96 – 100

A    91 – 95

A-    86 – 90

B+    81 – 85

B    77 – 80

B-    72 – 76

C+    69 – 71

C    64 – 68

C-    60 – 63

D+    55 – 59

D     50 – 54

F    <50

Excellent: A+/A/A-

Good: B+/B/B-

Satisfactory: C+/C/C-

Poor: D+/D

Failure: F