Style Guide Rubric

	100%-80%	79%-70%	69%-60%	59%-50%	49%-under
Task 1 Logo (10 points)	Completes the logo properly reflecting company of choice and with good design elements. Goes beyond expectations.	Completes the logo properly reflecting company of choice.	Completes the logo but does not reflect the company of choice well.	Does not show an understanding of connecting the logo to the companies brand.	Does not show an understanding of connecting the logo to the companies brand and did not complete the logo.
Task 1 Style Guide (20 points)	Completes style guide properly reflecting company of choice and with good design elements. Goes beyond expectations.	Completes style guide properly reflecting company of choice and with good design elements.	Does not complete all required elements of the style guide. The elements that were completed are done well.	Does not complete all required elements of the style guide and style guide does not reflect the company.	Does not show an understanding of a style guide and work is incomplete.
Task 2 Style Guide (30 points)	Completes the style guide properly. Has all elements and incorporates it into the design. Goes beyond expectations.	Completes style guide properly. Has all elements and incorporates it into the design.	Incomplete style guide, but elements that were completed were done well.	Incomplete style guide and does not reflect the brand well.	Does not show an understanding of a style guide and work is incomplete.
Creativity (20 points)	Design elements are unique, visually appealing and go beyond expectations.	Design elements are unique and visually appealing.	Design elements are legible but not very appealing.	Design elements demonstrate lack of thought and creativity.	Design elements are incomplete and demonstrate lack of thought and creativity.
Rationale (20 points)	Rationale explains the reasoning clearly, and design reflects the rationale. Goes beyond expectations.	Rationale explains the reasoning clearly, and design reflects the rationale.	Rationale explanation could be more clear. Somewhat reflects their design.	Rationale explanation does not reflect their design.	Rationale explanation does not reflect design and individual does not grasp the point of a style guide.