City Logo Rubric

	10 YES	8 SOMEWHAT	6 NOT REALLY
Design Process *student achieved each of the steps in the design process and reached all project milestones*	○	○	○
Concept *student uncovered an insightful connection between the logo and the city*	○	○	○
Appropriate *student created a logo that was appropriate for the city and its culture*	○	○	○
Uniqueness *student uncovered a unique design solution*	○	○	○
Memorable *student designed a logo that is memorable*	○	○	○
Scalable *the logo is able to be scaled without detriment to the integrity of the lines or shapes*	○	○	○
Adaptable *the logo has the ability to function in a number of formats and contexts*	○	○	○
Timeless *the logo does not rely on trends and will remain functional for years to come*	○	○	○
Polish *all lines and shapes were refined to a professional level*	○	○	○
Typography *student paired and modified type in a way that creates cohesion between the mark and the type*	○	○	○
Precision *final deliverables were produced and submitted to the exact specifications as stated in the project sheet*	○	○	○
Craftsmanship *your final deliverables were expertly printed, trimmed, and mounted free of any smudges or imperfections*	○	○	○

+ 10% for 4 Tourist Site Pictograms!   /120