

	10 YES	7 SOMEWHAT	4 NOT REALLY
Design Process <i>student achieved each of the steps in the design process and reached all project milestones</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concept <i>student uncovered an insightful connection between the logo and the company</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appropriate <i>student created a logo that was appropriate for the company and its intended audience</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uniqueness <i>student uncovered a unique design solution</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Memorable <i>student designed a logo that is memorable</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Scalable <i>the logo is able to be scaled without detriment to the integrity of the lines or shapes</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adaptable <i>the logo has the ability to function in a number of formats and contexts</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeless <i>the logo does not rely on trends and will remain functional for years to come</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polish <i>all lines and shapes were refined to a professional level</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typography <i>student utilized in a way that creates cohesion between the mark and the type</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Precision <i>final deliverables were produced and submitted to the exact specifications as stated in the project sheet</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Craftsmanship <i>your final deliverables were expertly printed, trimmed, and mounted free of any smudges or imperfections</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>