



Brand Execution Rubric

	10 YES	8 SOMEWHAT	6 NOT REALLY
Brand Personality <i>the brand has a distinct and palatable personality</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concept <i>student discovered strong connections between the content and concept</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"/>
Adaptability <i>the brand is able to adapt to different contexts and within different mediums</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consistency <i>the brand is consistent across deliverables</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity <i>the brand stays fresh and avoids monotony</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DELIVERABLES			
Print Collateral <i>well designed, appropriate for its purpose, and remained consistent with the brand</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging Element <i>well designed, appropriate for its purpose, and remained consistent with the brand</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Application <i>well designed, appropriate for its purpose, and remained consistent with the brand</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Professionalism <i>student met all deadlines, attended all class sessions, and actively participated in all discussions and critiques</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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