



# Brand Execution Rubric

	10 YES	8 SOMEWHAT	6 NOT REALLY
<b>Design Process</b> student achieved each of the steps in the design process and reached all project milestones	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Concept</b> student discovered strong connections between the content and concept	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Uniqueness</b> student uncovered a unique design solution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Adaptability</b> the brand is able to adapt to different contexts and within different mediums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Consistency</b> the brand is consistent across deliverables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Diversity</b> the brand stays fresh and avoids monotony	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>DELIVERABLES</b>			
<b>Logo</b> well-designed, appropriate for its purpose, and remained consistent with the brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Print Collateral</b> well designed, appropriate for its purpose, and remained consistent with the brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Packaging Element</b> well designed, appropriate for its purpose, and remained consistent with the brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Digital Application</b> well designed, appropriate for its purpose, and remained consistent with the brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>