



Personal Identity Rubric

	10 YES	7 SOMEWHAT	4 NOT REALLY
Process <i>student achieved each of the steps in the design process</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concept <i>student discovered strong connections between themselves and the design direction</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aesthetic <i>student created a polished brand that is appropriate for their personal aspirations</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"/>
Technical <i>the students utilized industry-relevant software and showed control over the tools available</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prepared <i>student was prepared for all project milestones including small group reviews and class critiques</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Craftsmanship <i>the student demonstrated refined motor skills in the creation of their physical work</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DELIVERABLES			
Logo <i>unique, memorable, scalable, and appropriate</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Cards <i>well designed and consistent with the personal identity</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Résumé <i>appropriately designed, well-written, and proofed</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>