

ART 2030 - Project II - Logo/Symbol Design Evaluation Sheet

NAME: _____

1 - Poor 2 - Needs Improvement 3 - Satisfactory 4 - Meets Expectations 5 - Exceeds Expectations

Conceptual Idea

1 2 3 4 5

Reflects effort to effectively explore a wide variety of options through creative problem solving. Finished design appropriately reflects the organization's image.

Technical Merit

1 2 3 4 5

Shows an understanding of the basics of FreeHand, and reflects effort to explore a variety of FreeHand features. Finished file meets technical criteria for Project II.

Form / Composition

1 2 3 4 5

Overall layout and design demonstrates an effort to explore a variety of options visually. Shows an understanding of the principles of design through the effective arrangement and placement of text and graphic elements.

Time-on-Task

1 2 3 4 5

Uses class time effectively for completion of project parts.

Presentation

1 2 3 4 5

Active participation in critique. Ability to describe and discuss various aspects of Project II in understandable and meaningful ways.

Overall Comments...

Project 2 Grade _____