

## Logo & Brand Identity Project Rubric

Category	4	3	2	1
<b>Completion</b>  _____/ 20	All parts of the assignment are completed in full and on time. Requirements include: responses to brand questions, logo, brand name, brand identity, and advertisement.	All parts of the assignment are completed, however, some are not done in full on time. Requirements include: responses to brand questions, logo, brand name, brand identity, and advertisement.	Most of the assignment is completed in full and on time, however, one part of the requirements is missing. Requirements include: responses to brand questions, logo, brand name, brand identity, and advertisement.	Two or more of the requirements are not completed on time. Requirements include: responses to brand questions, logo, brand name, brand identity, and advertisement.
<b>Concepts/ Content</b>  _____/ 20	In the students' advertisement it is clear that students fully understand how all of the following concepts connect: brand identity, logo, target audience, and the importance of advertisement form.	In the students' advertisement it is clear that students fully understand most of the following concepts: brand identity, logo, target audience, and the importance of advertisement form.	In the students' advertisement it is clear that students fully understand at least half of the following concepts: brand identity, logo, target audience, and the importance of advertisement form.	In the students' advertisement it is not clear that the students understand at least half of the following concepts: brand identity, logo, target audience, and the importance of advertisement form.
<b>Craftsmanship</b>  _____/ 10	The students' advertisement demonstrates creativity, a full use of resources available, and effort to produce a very professional product.	The students' advertisement reflects a full use of resources in the classroom and the effort to produce a very professional product.	The students' advertisement reflects the use of some classroom resources and the effort to produce a somewhat professional product.	The students' advertisement does not reflect the use of classroom resources or effort to produce a professional product.
<b>Presentation</b>  _____/ 10	The students' presented their product, brand, and advertisement with sincerity, as if they were genuinely selling to the audience. Each member demonstrates full knowledge of their brand identity and can explain it articulately and convincingly to the audience.	The students' presented their product, brand, and advertisement clearly to the audience. Each member demonstrates full knowledge of their brand identity and can explain it articulately to the audience.	The students' presented their product, brand, and advertisement clearly to the audience. Each member demonstrates adequate knowledge of their brand identity and can explain it to the audience, with some difficulties.	It is not clear to the audience what the product, brand, and/ or advertisement is. It is not clear that the students' understand what their brand identity is or how it connects to their product, logo, or advertisement.

**Presenters:** \_\_\_\_\_ **Total Points:** \_\_\_\_\_

**Comments:**

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