

**COM 220: Digital Media Convergence  
Spring 2014**

Project 1: Logo Design  
Assessment Rubric

Student: \_\_\_\_\_

Points: /75

The project shows evidence of:	H -- Strongly Evident (highly developed)	P - Somewhat Evident (emerging)	L - Minimally Evident (weakly developed)	F - Not Evident (absent)
<b>1. Technical proficiency</b>				
a. Effective manipulation of text elements (3 points)				
b. Effective creation and manipulation of visual symbols (3 points)				
c. Use of supporting elements (3 points)				
<b>2. Visual communication aesthetics</b>				
a. Proportion, shape and spacing of text elements (3 points)				
b. Incorporation of visual design principles (3 points)				
c. Use of color (3 points)				
<b>3. Content communication</b>				
a. Communication value of text elements (3 points)				
b. Communication value of visual elements (3 points)				
c. Effective communication of combination of elements (3 points)				
<b>4. Craftsmanship</b>				
a. Free of errors (3 points)				
b. Attention to detail (3 points)				