

"Airbrush Logo" Grading Rubric

	Point Rating	To be able to use and identify Unity in a work of art	To be able to use and recognize color harmony in a work of art.	To be able to plan and reflect on a given work of art using art terms	Airbrush Craftsmanship
Student shows strong understanding and exhibits it with exceptional creativity	5	Student creatively uses and describes the use of proximity, simplicity, repetition, or elements of design other than color to unify the work of art.	A color harmony is identified with a color meaning suited to the needs of the company And The color harmony is clearly apparent in the logo	The presentation reflects clear, simple company-specific design considerations with consistent display of client requests	Clear, clean use of carefully chosen media w/evidence of mastery in design
Student shows strong understanding and completes objective with outstanding success	4	Unity is created using proximity, simplicity, repetition, or elements other than color and accurately described	A color harmony is identified with a color meaning for the company And The color harmony is clearly apparent in the logo	The presentation reflects company-specific design considerations And All associated materials are completed with careful insight	Designs are creatively displayed
Student successfully demonstrates an understanding of the objective	3	Unity is created	A color harmony is used and identified	The designs and associated materials are complete	Designs are well presented
Student attempts but fails to exhibit an understanding of a given objective	2	Unity is created but incorrectly described Or Unity is not created but correctly described	A color harmony is used but incorrectly identified Or A color harmony is identified but unapparent in the work	Presentation is incomplete Or associated materials are incomplete	Poor condition or careless use of media
Student completes assignment but exhibits poor understanding and effort	1	An element of design other than color is apparent But Its use is not identified	A color harmony is unapparent And A color harmony is unidentified	Plans are poorly carried out or project directions are not followed	Poor condition & careless use of media