

INSTRUCTOR: Janice Hathaway	COURSE: ART 291 Computer Graphic Design I
STUDENT NAME:	
PROJECT 4: Personal Identity System	
C R I T E R I A F O R G R A D I N G	

CREATIVE BRIEF

How fully did you evaluate yourself as a brand with all completed research questions completed well styled in a Word document?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

SYMBOL & LOGO DESIGN

How successful are your experiments with different symbol design through sketching and digital design?	1	2	3	4	5
	6	7	8	9	10

How successful are your experiments with different font choices, both upper and lower case and caps to determine the most appropriate choice?	1	2	3	4	5
	6	7	8	9	10

Symbol – non-representational How well does your symbol demonstrate the design principles emphasizing unity with variety?	1	2	3	4	5
	6	7	8	9	10

Logo with non-representational symbol How well does your logo relate and enhance your symbol?	1	2	3	4	5
	6	7	8	9	10

Symbol – representational How well does your symbol demonstrate the design principles emphasizing unity with variety?	1	2	3	4	5
	6	7	8	9	10

Logo with representational symbol How well does your logo relate and enhance your symbol?	1	2	3	4	5
	6	7	8	9	10

TECHNICAL CONTROL

How well organized is your Illustrator document used for developing your symbols and logos?	1	2	3	4	5
	6	7	8	9	10
	11	12	13	14	15

PORTFOLIO STATEMENT

How successful is your Portfolio Statement?	1	2	3	4	5
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EXTRA CREDIT

How appropriate is your color palette with primary colors, secondary colors (accent color) and value (light and dark), color values and examples of your symbol, logo and tagline in color?	1	2	3	4	5
	6	7	8	9	10

PRESENTATION

How well organized and clearly identified is your digital presentation? How complete were you in submitting all the required elements in your presentation?	1	2	3	4	5
Required items: 1. Creative Brief <ul style="list-style-type: none">• Word document 2. Symbol & Logo Illustrator document <ul style="list-style-type: none">• Original Illustrator document• PDF 4. Portfolio Statement – <i>this is the short document about the assignment</i> <ul style="list-style-type: none">• Microsoft Word or PDF					
SCORE: Total available - 100 points					