Elementary School Computer Fair
Logo Design
Scoring Rubric

Project must meet the following requirements: .
  • The logo contains PA or Pennsylvania Elementary School (not EL) Computer Fair.
  • The logo contains next year's date.
  • Project includes a written narrative description of the project development process.

	4	3	2	1	SCORE (1 – 4)
Layout/ Design	There is unity and consistency among text and graphic elements. Text and graphic elements are arranged to create an organized "white space."	There is adequate unity but some inconsistency among text and graphic elements. Text and graphic elements are arranged but lack appropriate "white space" appearing cluttered.	Project has text and graphics however they lack or have too much "white space." There is little unity and consistency among text and graphic elements.	Project lacks text or graphics with no organized "white space." There is no unity or consistency among text and graphic elements.	
Technical Elements	The project manipulates material to create an original product. The project demonstrates the benefits of using technology in the creative process.	The project manipulates material using technology but the product lacks originality.	The project uses material with minimal manipulation. Although technology is needed, an original product is not produced.	The project does not reflect technical manipulation. It could be completed without technology.	
Conventions	Clear, concise, well-written, no spelling or grammatical errors.	Few syntax, spelling or grammatical errors.	Moderate amount of spelling, syntax and/or grammatical errors.	Many spelling, syntax and grammatical errors.	
Appearance	The overall appearance of the logo is pleasing. Titles, text, colors and graphics are exemplary. The logo is attractive and stimulates viewer interest.	Overall graphic balance and organization of the logo is acceptable. There is an appropriate balance of easy to read titles, text, colors and graphics. The logo is attractive but promotes limited viewer interest.	Colors, backgrounds and/or text are not used effectively, but are readable. Icons and other graphical elements don't seem to serve any useful purpose other than for decoration. The logo is unattractive or distracting.	The colors or background are too busy which make the text hard to read. There are few icons or graphical elements. The project is unattractive and distracting.	
				TOTAL	

Comments:

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Project # _____
Judge   # _____