Peer Review and Final Rubric for Personal Logo

Name of Designer: _____

Peer Feedback

Standards on Report Card	Logo Elements (Expectation for 3)	Yes	No	Comment/Suggestion
Creativity and Innovation	Logo and layout demonstrates some personal expression and reflect student creativity.			
	Skills learned from the tutorials are reflected in logo.			
	Credit is given to PiktoChart for icons used.			
Technology Operations and Concepts	Logo is well designed with minimal to no design/technical errors.			
	Use of light/dark is used well to create contrast. Colors are balanced appropriately.			
	Repeated use of elements (text, color, shape) helps create unity and a professional look.			

Positive Comments (at least 2)	Constructive Criticism (1-2 thoughtful suggestions)

▢ Student Highlighting
▢ Teacher Highlighting

Final Rubric

Standards on Report Card	4	3	2	1
Creativity and Innovation	Logo demonstrates original personal expression and exceptional degree of student creativity, and possible hidden meaning!	Logo and layout demonstrates some personal expression and reflect student creativity through manipulating and arranging others' ideas to make them their own.	Logo demonstrates little personal expression and instead is strongly based on design ideas of others.	Logo lacks evidence of personal expression, and do not demonstrate original thought or creativity.
	Student sought out extra tutorials to gain skills above and beyond what was required to learn about Illustrator to put together a unique logo.	Student used several of the learned illustrator skills to put together a unique logo.	Student used some of the skills learned on illustrator to create a good-looking logo.	Student used minimal illustrator skills to create a logo.

Student explanation for 4:

Communication and Collaboration	Student sought out SEVERAL peers reviews of logo, listen to constructive criticism and modified logo as suggested.	Student sought out peer review of logo, listen to constructive criticism and modified logo as suggested.	Student sought out only teacher review of logo.	Student failed to ask for any constructive criticism of logo.
	Student gave meaningful feedback to SEVERAL peers about their logo in order to help improve others' work.	Student gave meaningful feedback to a peer about their logo in order to help improve others' work.	When given direct instruction to give a peer feedback, student completed the work.	Student failed to give feedback to any peers.

Student explanation for 4:

Research and information Fluency		Went above and beyond to learn new skills in adobe for the project.	Completed the required number of tutorials to learn new skills.	Missing only 1-2 points of tutorials of illustrator skills.	Missing several points of the illustrator tutorials.
Technology Operations and Concepts	**Use of Adobe Product ILLUSTRATOR**	Logo is well designed with no design/technical errors. There is a sense of "how did they create that" from an observer.	Logo is well designed with minimal to no design/technical errors.	Logo includes small but noticeable design/technical errors.	Parts of the logo are sloppy or look unfinished.
	Principle of Design CONTRAST	Use of light and dark elements creates depth. Colors are used strategically.	Use of light/dark is used well to create contrast. Colors are balanced appropriately.	Use of contrast could be enhanced.	Lack of contrasts weakens overall work.
	Principle of Design REPETITION	Repeated the use of key elements helps to create unity. Use of repetition is subtle.	Repeated use of elements (text, color, shape) helps create unity and a professional look.	Repetition is not a strong component of work or is missing.	Lack of repetition makes works seem scattered or unplanned.

Student explanation for 4:

Critical Thinking and Problem Solving	Was able to troubleshoot when problems arose during project AND was able to help others and show several tips and tricks.	Was able to troubleshoot when problems arose during project, and after trying several times sought for teachers help.	Sought out teacher's help immediately when problems arose.	Completed entire project with teacher.
	Create several (more than 5) versions of Logo in order to choose the final one.	Created 5 versions of Logo in order to choose the final one.	Create a couple versions of logos in order to choose a final one.	Created only one logo.

Student explanation for 4:

Final Comments:

Student Comments to Teacher:	Teacher comment to students: