



Logo Project Scoring Guidelines



Bath County is smothered with small businesses, small businesses that use generic designs and logos. In this project you have the opportunity to spice up our county a bit.

Before you place “pen to paper” you must create a project plan answering at least the following questions. Why did you choose this business? What services does this business offer? What ways can you reflect their services, qualities, goals in your design? What is the company slogan? What are the main colors the company uses?

After you finish the project plan research you may begin drafting your design. You must create three drafts before beginning work on your final.

Project must meet the following requirements:

- Design uses multiple colors and is suitable for many different uses.
- Project demonstrates two different applications of the design other than for a web page.
Examples: Letterhead, T-Shirt, Mouse Pad, and Business Card.
 - Project is created in Fireworks to fit in a 3" x 9" area.
 - Project includes a written narrative description of the project development process.
- Design contains company slogan. (Create a new one if one is not available)



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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.
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