

Gestalt

50 points

Score \_\_\_\_\_

Criteria	Highly Effective	Effective	Needs Improving	Ineffective
<u>Font:</u> Each letter is represented by a different font. A serif, sans serif, and a script font is used at least once.				
<u>Color:</u> The same word is represented in black and white, color, and a gradient. No changes have been made to design between the 3 versions.				
<u>Aesthetics:</u> As little of the letter is represented without losing the ability to read the word or letter.				
<u>Basic Skills:</u> Basic understanding of gestalt is present through cropping. Letters have been cropped in varying ways, not the same repeated.				
<u>Effort:</u> Time in class was used daily. Questions were asked when problems arose. Student worked to the best of his/her ability				

Personal Logo

100 points

Score \_\_\_\_\_

Criteria	Highly Effective	Effective	Needs Improving	Ineffective
<u>Color:</u> It works in black & white and color. No additional lines, shapes, or elements had to be added when switching between B&W and color.				
<u>Craftsmanship:</u> Logo is neat and clean. It works well as a large, medium, or very small image. No parts get lost in relationship to its size.				
<u>Aesthetics:</u> It commands the viewers attention. The design uses letter in creative ways, but never destroys the forms or innate beauty of the letter.				
<u>Basic Skills:</u> Basic understanding of pathfinder is evident. Logo communicates the true character of what it represents.				
<u>Effort:</u> Time in class was used daily. Questions were asked when problems arose. Student worked to the best of his/her ability				