CORPORATE & BRAND IDENTITY ON THE WEB

FALL 2016

Instructor Info
EMILY (DAVIS) RAMSEY

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Emily Ramsey is a North Carolina based freelance graphic and web designer. Primarily working with small to medium sized businesses throughout the Southeast, Emily's background also includes stints in marketing at UF and as an Application User Interface Designer for Blue Cross & Blue Shield of Mississippi. Passionate about helping others achieve their goal of becoming a designer, she has also worked as an adjunct professor for the University of Florida College of Journalism and Communications since 2014. She is a two-time graduate of the University of Florida with an undergraduate degree in advertising and a Master of Arts in Mass Communication specializing in Web Design and Online Communication.

Contact
Preferred contact method: UF email address or Canvas mail. Messages to the entire class will be sent out via Canvas mail. Please note that although I may respond to a message from your gmail (or other) account, new messages will always be sent out to your UF email address or on Canvas.

You may also use the discussion forum on Canvas for general questions and as a way of getting feedback from your peers.

Office Hours:
One-on-one meetings in Adobe Connect or over the phone can be scheduled upon request.

Course Website and Login
Your course is Canvas (UF e-Learning). Go to http://elearning.ufl.edu. Click the blue e-Learning button. Login with your GatorLink account. Your course will be in the Courses menu on the left navigation. You might have to click All Courses at the bottom depending on how many courses you have taken at UF.

Contact UF Helpdesk http://helpdesk.ufl.edu/ (352) 392-HELP (4357) if you have any trouble with accessing your course.

CONNECT – LIVE CLASS MEETING:

💻 You can access the class at:
https://uflcoj.adobeconnect.com/vic5315_fall16/

⌄ Meeting Time:
Wednesdays 6:30-9:30 PM Eastern Standard Time

COURSE DESCRIPTION: This course synthesizes two different but complementary tools of communication: graphic design and assembly (both print and electronic). Students will learn the fundamental design principles and techniques for effective visual communication. These principles and techniques are applied, through projects, to achieve a communication objective across different platforms. Students can expect a practical, hands-on experience. A key tool for creating your digital work in this course is Adobe Illustrator. Illustrator is an effective tool for creating original artwork, and for designing logos, banners, icons and navigational elements for online and print. The artwork can then easily be exported to the Web or imported into other programs.

Course Objectives:
By the end of this course, students will:

- Communicate the difference between a brand and an identity
- Create effective logos and corporate identities
- Demonstrate understanding of basic color and typographic theory
- Be able to utilize Illustrator at an advanced level

Course Expectations:
This course will be administered fully online. It is setup in a series of modules over a 16-week period. Each module will use a combination of lectures, assigned reading and/or supplemental videos to cover the week's material. Students will demonstrate their comprehension of each module by completing a quiz and design check assignment weekly.

In addition to weekly assignments, two projects will be assigned throughout the semester. Projects are intended to assess comprehension of theoretical ideas and technical skills. As part of these projects, students will present their progress in a class critique before each is submitted for a grade.

Lectures will be conducted using both live meetings and pre-recorded videos. Live meetings will be held on Wednesdays from 6:30-9:30

PM Eastern Standard Time using the Adobe Connect classroom. It is expected that students will be actively engaged in live lessons.

This course observes the UF academic calendar including holidays, start/end dates etc. All due dates and class times are set in Eastern Standard Time. If you live in a different time zone, please adjust accordingly.

It is expected that all work will be completed on time and that students will participate in class discussions in a professional manner while respecting the instructor and fellow students. These discussions are not limited to the Canvas shell, but all platforms that involve coursework.

OWNERSHIP EDUCATION:
As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

Required Text/Materials:

There is no required textbook for this course. Links to weekly reading assignments will be provided on Canvas.

| **Ai** | **REQUIRED:** Access to Adobe Illustrator CC | ⋮ | 💻 | **RECOMMENDED:** Two monitor setup, for following along during Illustrator skills lessons. |

Prerequisite knowledge and skills:

This course assumes that everyone starts out at a beginner level. No prior knowledge of Adobe Illustrator is necessary. It is recommended that students be familiar with basic computer techniques, such as zipping files, before beginning the course. Please contact the instructor if you have any concerns about this.

Teaching Philosophy:

Methodology consists of a step-by-step informational format from basics to the advance. Both design theory and technical skills will be taught assuming students have no prior background in the field.

Interaction is a key element of learning about design. As part of live lessons, students will frequently follow along with technical skills demonstrations. Students are encouraged to ask questions, offer alternative approaches, and share resources. This can be done as part of the live lesson or using the Canvas discussion forum.

Course Policies:

ATTENDANCE POLICY:

Students are expected to attend all live classes. In the event that a student is not able to attend a live lecture, they are asked to watch the recorded class and write a one-page reaction paper to the discussion. A template is available on Canvas.

Reaction papers are due to instructor (and TA if applicable) by 6 p.m. before the following class. Please use the subject line "VIC 5315 MCR [Insert Date]" in your email. Attendance from MCR papers will be updated on Thursdays of each week.

LATE WORK AND MAKE-UP POLICY:

Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. With this in mind there will be penalties for late work:

Less than an hour late	05 points off
More than an hour late but less than 24 hours late	10 points off
More than 24 hours late but less than 48 hours late	15 points off
More than 48 hours late	Not accepted at all

Issues with uploading work for a grade is not an excuse. If student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders to Instructor via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

MISSING IN-CLASS CRITIQUES:

Students will present the progress on their projects in a class critique. If a student cannot attend critique for any reason, they are expected to record a video of their presentation to be shared in class. Videos should be submitted in a YouTube (or otherwise shareable) format. Please ensure privacy restrictions are turned off.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Artwork Policy

Any and all vector artwork work must be original. The student must personally create all logos and identity elements. The use of stock vector images is prohibited.

IMAGE TRACE

If a student plans to use Illustrator's Image Trace feature, they should submit the original artwork along with their assignment. There should be a significant difference in the final product from the original artwork.

Coursework Submissions:

All assignments, quizzes, etc. will be submitted electronically through the Assignments in Canvas.

Deadlines:

This class, like others, involves many deadlines. You can expect all assignments for this course to be due on Wednesdays 6 PM EST. New modules also begin on Wednesdays, corresponding with live lecture times.

Quizzes and Design Checks	6 PM EST Wednesdays
Mid-Semester Project Critique File	6 PM EST Wed. Nov. 2 *(before in-class presentation)*
Mid-Semester Project (Final)	6 PM EST Wed. Nov. 9
Final Project Critique File	6 PM EST Wed. Dec. 7 *(before in-class presentation)*
Final Project (Final)	6 PM EST Wed. Dec. 14
Missed Live Class Reaction	6 PM EST Wednesday *(before the following class)*

Grading:

Your work will be evaluated according to the following distribution:

DESIGN CHECK ASSIGNMENTS	**40%**
PROJECTS	**30%**
QUIZZES	**20%**
ATTENDANCE	**10%**

THE FINAL GRADE WILL BE AWARDED AS FOLLOWS:

A	100%	to	93%
A-	< 93%	to	90%
B+	< 90%	to	87%
B	< 87%	to	83%
B-	< 83%	to	80%
C+	< 80%	to	77%
C	< 77%	to	73%
C-	< 73%	to	70%
D+	< 70%	to	67%
D	< 67%	to	63%
D-	< 63%	to	60%
F	< 60%	to	0%

The grade of 92.62 is A- . The grade of 92.34 is B+. When the grade falls at a .5, I will carry the grade to the next decimal point for rounding purposes.

Current UF grading policies for assigning grade points: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

COURSE & ASSIGNMENT DETAILS

LECTURES	WEEKLY
QUIZZES	WEEKLY
DESIGN CHECKS	WEEKLY
MID-SEMESTER PROJECT	NOV. 9
FINAL PROJECT	DEC. 14

Weekly Quizzes

Students are expected to complete a five-question quiz in accordance with each module. Quiz questions will cover all material from the module including lectures, readings and supplemental material. Topics will include both design theory and technical skills.

Quizzes will become available on Canvas during class each week, and are due before class the following Wednesday at 6 PM. For example, the week #1 quiz will open on Canvas during the first class and be due by 6 PM before class on week #2.

Please note that there are often several different ways to complete tasks in Illustrator. In order to ensure fairness, all skills-related questions will utilize methods discussed in class.

Students will not be assigned a new quiz during critique weeks or holidays.

Quizzes are available on Canvas under both Assignments and Quizzes, and also linked within each module.

Due: Wednesdays at 6 PM

Quiz Rubric

Each question is worth one point, for a total of 5 points

Weekly Lectures:

Lectures will consist of both live and pre-recorded material. Most modules will use a mix of the two, so students should expect to come to class each week. Students will be notified in advance if certain modules will use only pre-recorded material.

Pre-recorded video links will be distributed during live lessons and also posted on Canvas in accordance with each module. Links will be posted after the live lesson has occurred. In the event that there is no live class one week, pre-recorded video links will be emailed out and posted on Canvas before a live lesson would typically occur.

Weekly Design Checks

The best way to learn is by doing. Students will complete weekly design check assignments in accordance with each module. These assignments are intended to reinforce and blend both theoretical and technical skills covered each week. For the most part, they will be completed in Adobe Illustrator. Topics and prompts will vary according the material presented in each module. Students may be asked to perform a certain Illustrator technique and/or demonstrate understanding of theoretical concepts (types of logos, typography, color, hierarchy etc.).

Unless otherwise noted, students will upload their completed work in PDF and AI formats to the appropriate assignment on Canvas.

Design checks will become available on Canvas during class each week, and are due before class the following Wednesday at 6 PM. For example, the week #1 design check will open on Canvas during the first class and be due by 6 PM before class on week #2.

Students will not be assigned a new design check during critique weeks or holidays.

Design checks are available on Canvas under Assignments and also linked within each module.

Due: Wednesdays at 6 PM

Design Check Rubric (see Appendix)

Projects: Two projects will be assigned throughout the semester assessing theoretical and technical concepts.

Mid-Semester Project

In the mid-semester project, students will begin to demonstrate their understanding of working with client needs and requests. Students will be allowed to choose one of three instructor-provided clients. They should expect to provide three distinctly different logo design concepts for their chosen client. Detailed requirements of this assignment will be available on Canvas.

Mid-Semester Project Critique: November 2 during live class

Due for Grade: November 9 at 6 PM EST

Mid-Semester Project Rubric (See Appendix)

Final Project

In the final project, students will demonstrate their mastery of design concepts and Illustrator techniques. Students will be asked to create a complete visual identity system for an instructor-provided client. Detailed requirements of this assignment will be available on Canvas.

Final Project Critique: December 7 during live class

Due for Grade: December 14 at 6 PM EST

Final Project Rubric (See Appendix)

PROJECT CRITIQUES Being a designer is more than just sitting behind a computer. It is important to learn how to give and receive feedback. As part of the projects, students will participate in a design critique before submitting their assignment for a final grade.

As part of this, students will give a five-minute presentation of their progress on the project in live class. During this time, students will receive feedback from their peers on their design (using the Adobe Connect chat feature). Students are encouraged to ask questions, present multiple options, etc. so that they may benefit from the process as much as possible.

This gives students the opportunity to receive peer-to-peer feedback on their projects before submitting them for a grade. Assignments do not need to be fully complete before a design critique, and students are allowed (if not encouraged) to make changes based feedback provided during their presentation before submitting for a grade.

Please see late work policy for instructions on missing a critique.

CRITIQUE RUBRIC Students will be graded on participation only. Participation includes both presenting work and providing feedback to peers. This is part of the overall project grade.

University Policies

University Policy on Accommodating Students with Disabilities:
Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

Netiquette: Communication Courtesy:
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Class Demeanor:
Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Other Resources:

Other are available at http://www.distance.ufl.edu/ getting-help for:

- Counseling and Wellness resources: http://www.counseling.ufl.edu/cwc/ 352-392-1575

- Disability resources

- Resources for handling student concerns and complaints

- Library Help Desk support

Should you have any complaints with your experience in this course please contact your program director and/or student support coordinator at distancesuppport@jou.ufl.edu or visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

Course Evaluation:
Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu

Evaluations are typically open during the last two or three weeks of the semester. Students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php

The University of Florida Honor Code was voted on and passed by the Student Body in the fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

Academic Honesty

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional 14 misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

📅 SCHEDULE

Modules begin and end on Wednesdays,
corresponding with live lecture times.

BEFORE CLASS

TASKS:

Watch Getting started in AI video

WEEK 1 - AUG 24

OBJECTIVES:

Examine the difference between a brand, a brand identity and a logo.

Evaluate the basic functionality of Adobe Illustrator and apply those skills in creating basic shapes and text.

TOPICS COVERED:
• Class intro/identity explained
• Shapes and paths
• Saving files

READ/SUPPLEMENT:
• The art of logo design
• The difference between brand and brand identity

TASKS:

Complete design check and quiz for module #1

WEEK 2 - AUG 31

OBJECTIVES:

Identify the five principles of effective logo design.

Use Illustrator's primary features including: working with multiple paths, artboards and saving as images.

TOPICS COVERED:
• Principles of effective logos
• More shapes and paths
• Working with multiple paths
• Artboards
• File types

READ:
• File types in save for web

TASKS:

Complete design check and quiz for module #2

WEEK 3 - SEPT 7

OBJECTIVES:

Differentiate different types of brand architecture, brand names, and taglines.

Describe how brands must adapt to culture.

Create swatches and gradients in Illustrator and demonstrate the use for outlining text.

TOPICS COVERED:
• Brand basics
• Brand dynamics
• Swatches/gradients
• Type on a path
• Touch type tool/outline text

READ/SUPPLEMENT:
• Evolution by consumer selection
• Marty Neumeier on taglines vs truelines

TASKS:

Complete design check and quiz for module #3

WEEK 4 - SEPT 14

OBJECTIVES:

Identify different types of brandmarks.

Examine points in Illustrator, in preparation for the more advanced pen tool.

Distinguish alternative methods of creating unique shapes through the use of the pathfinder tool.

TOPICS COVERED:
• Brand elements
• Pathfinder panel, compound path
• Black vs white arrow

READ:
• DC Entertainment reveals new identity

TASKS:

Complete design check and quiz for module #4

WEEK 5 - SEPT 21

OBJECTIVES:

Evaluate the ideal identity design process.

Operate the pen tool in Illustrator

TOPICS COVERED:
• Identity design process
• Misc working in AI
• The pen tool

READ/SUPPLEMENT:
• What goes into a brand brief?
• Marty Neumeier on the Onliness Statement

TASKS:

Complete design check and quiz for module #5

WEEK 6 - SEPT 28

OBJECTIVES:

Assess the benefits and risks of a logo redesign.

Practice more advanced path alteration in Illustrator through the use of the effects, the align panel and clipping masks.

TOPICS COVERED:
• Committing to a redesign
• Clipping masks, align panel
• Effects, appearance panel
• Graphic styles

READ:
• New logo for Yahoo!
• MailChimp typography revamp

TASKS:

Complete design check and quiz for module #6.

WEEK 7 - OCT 5

OBJECTIVES:

Evaluate color theory.

Assess the benefit of mixing complimentary neutrals, and apply those skills in Illustrator.

TOPICS COVERED:
• Design principles - color
• The blend tool
• Advanced swatches
• Mixing complimentary neutrals

READ:
• Color theory for designers
• 10 tips for company color schemes

TASKS:

Complete design check and quiz for module #7

WEEK 8 - OCT 12

OBJECTIVES:

Examine the fundamental rules of typography, and practice those skills in Illustrator.

TOPICS COVERED:
• Design principles - type
• Advanced type in AI

READ:
• Typography in ten minutes
• Mixing typefacs
• Kerning game

TASKS:

Complete design check and quiz for module #8

WEEK 9 - OCT 19

OBJECTIVES:

Diagnose the importance of design composition.

Continue to use advanced Illustrator tools.

TOPICS COVERED:
• Design principles - composition
• Opacity masks, 3D effects
• Eraser/scissors/knife
• Slice tool

READ:
• Dominance, focal point and hierarchy
• Compositional balance, symmetry

TASKS:

Complete design check and quiz for module #9

WEEK 10 - OCT 26

OBJECTIVES:

Summarize theories of creativity and experiment with different methods of generating ideas.

Practice working with gradient mesh and related tools in Illustrator.

TOPICS COVERED:
• Creativity
• Tim Brown TED Talk
• Gradient mesh and more.
• Graphs

READ:
• Sketching: the visual thinking power tool

TASKS:

Complete design check and quiz for module #10

WEEK 11 - NOV 2

Mid-Semester Project in-class critique. See assignment on Canvas.

WEEK 12 - NOV 9

OBJECTIVES:

Distinguish aspects of a brand identity aside from a logo.

Create pattern swatches in Illustrator.

Compose a basic style guide and determine the benefits of using one.

TOPICS COVERED:
• Moving beyond the logo
• Style guides
• Pattern swatches

READ:
• Google's visual language
• Skype's brand book
• Identity guide template

TASKS:

Complete design check and quiz for module #12

WEEK 13 - NOV 16

OBJECTIVES:

Acknowledge, appreciate, and summarize the rich history of graphic design.

Manipulate paths in Illustrator using lesser-known tools.

TOPICS COVERED:
• Designers to know
• Cool tools
• Live paint/trace

READ/SUPPLEMENT:
• Interview with Michael Bierut
• I love NY logo
• A history of graphic design

TASKS:

Complete design check and quiz for module #13

WEEK 14 - NOV 23

No class - Thanksgiving holiday

WEEK 15 - NOV 30

OBJECTIVES:

Recognize common industry practices.

Use advanced tools in Illustrator, including ones helpful in web design.

TOPICS COVERED:

• Working in the industry

• Perspective drawing

• Symbols, brushes

• 9 slice scaling

• Aligning to pixel grid

READ:

• How much should I charge?

• 10 quick tips to improve your design portfolio

• AI for web designers

TASKS:

Complete design check and quiz for module #15

WEEK 16 - DEC 7

Final Project in-class critique.
See assignment on Canvas.

📄 APPENDIX

Assignment Rubrics

Design Check Rubric #1

	Excellent	Good	Needs Improvement	Incomplete
Completeness	Work includes all required elements. All required Illustrator skills are properly executed.	Work is missing 1 required element/Illustrator skill. This includes improper execution of a skill.	Work is missing 2-3 required elements/ Illustrator skills. This includes improper execution of a skill. Failed to submit AI or PDF file	Work is missing more than 3 required elements/ Illustrator skills. This includes improper execution of a skill.
	50 Points	**40 Points**	**30 Points**	**0 Points**
Effectiveness	Design is effective, compelling. Demonstrates understanding of design principles (including type, color and layout).	Design is somewhat effective. Minor issues with design principles (color choices, balance, type choices and execution).	Design lacks effectiveness. Issues with design principles (color choices, balance, type choices and execution).	Work demonstrates lack of thought to design principles.
	50 Points	**40 Points**	**30 Points**	**0 Points**

Design Check Rubric #2

For those assignments that are more completion based.

	Excellent	Good	Needs Improvement	Incomplete
Completeness	Work includes all required elements. All required Illustrator skills are properly executed.	Work is missing 1 required element/Illustrator skill. This includes improper execution of a skill.	Work is missing 2-3 required elements/ Illustrator skills. This includes improper execution of a skill. Failed to submit AI or PDF file	Work is missing more than 3 required elements/ Illustrator skills. This includes improper execution of a skill.
	100 Points	**80 Points**	**60 Points**	**0 Points**

Mid-Semester Project Rubric

	Excellent	Good	Satisfactory	Below Average	Incomplete
Application of Design Principles: Layout	Work is exceptionally arranged. Logo elements are aligned properly and well balanced overall.	Work demonstrates some understanding of arrangement. Elements are properly aligned, but need improvement in overall balance.	Arrangement needs improvement. Some elements are properly aligned, overall design is poorly balanced.	Most elements are out of alignment and overall design is poorly balanced.	Does not show any thought to layout principles.
	20 Points	**17 Points**	**14 Points**	**11 Points**	**0 Points**
Application of Design Principles: Typography	Demonstrates great understanding of typographic principles. Fonts were well chosen and well executed.	Demonstrates some understanding of typographic principles. Fonts were well chosen, execution is fair.	Needs improvement. Fonts choices are fair, execution is poor.	Fonts were poorly chosen and poorly executed.	Does not show any thought to typographic principles.
	20 Points	**17 Points**	**14 Points**	**11 Points**	**0 Points**
Application of Design Principles: Color	Demonstrates exceptional understanding of color theory. Primary color choices are appropriate and accent colors are complementary	Demonstrates some understanding of color theory. Primary color and accent color choices are fair.	Needs improvement. Primary color choices are inappropriate or accent colors are poor.	Primary color choices are inappropriate and accent colors are poorly chosen.	Does not show any thought to color principles.
	20 Points	**17 Points**	**14 Points**	**11 Points**	**0 Points**
Overall Visual Impact	Designs are powerful, compelling, impossible to ignore. Meets all 5 principles of effective logo design.	Design gets attention, has some degree of power. Meets at least 3 principles of effective logo design.	Design needs more creative insight. Meets 2 principles of effective logo design.	Design is weak. Impact on audience likely to be minimal.	Design is weak. Impact on audience likely to even be off-putting.
	10 Points	**8 Points**	**6 Points**	**4 Points**	**0 Points**
Distinctly Different Concepts	Each of the 3 submitted concepts are distinctly different. New brandmarks and logotypes were provided for each.	New brandmarks were provided for each concept, however, some elements such as the logotype were recycled.	Same brandmark was used for 2 concepts.	Same brandmark was used for all 3 concepts.	Student failed to submit 3 concepts.
	10 Points	**8 Points**	**6 Points**	**4 Points**	**0 Points**
Client Requests and Presentation	Work is within parameters set by the client. Work was presented in a thoughtful, cohesive package.	Work is within parameters set by the client.	Work is mostly within parameters set by the client, 1-2 needs overlooked.	Work overlooked 3-4 needs of the client.	Failed to demonstrate understanding of client's needs.
	10 Points	**8 Points**	**6 Points**	**4 Points**	**0 Points**
Completeness	Work includes all required pieces. Submitted AI and PDF files.	Work includes most required elements, missing 1 piece. AI and PDF files included.	Work is missing 2 pieces. AI and PDF files included.	Work is missing 3 pieces or failed to submit AI or PDF file.	Work is missing more than 3 pieces.
	5 Points	**4 Points**	**3 Points**	**2 Points**	**0 Points**
Critique Participation	Student presented their own work during critique and commented on the work of at least 75% of their classmates. If absent, submitted a YouTube video.	Student presented their own work during critique and commented on the work of at least 50% of their classmates. If absent, submitted a YouTube video.	Student presented their own work during critique and commented on the work of at least 25% of their classmates. If absent, submitted a YouTube video.	Student failed to present their own work during critique, but still provided feedback to classmates.	Student did not present their own work during critique or give feedback to classmates.
	5 Points	**4 Points**	**3 Points**	**2 Points**	**0 Points**

	Excellent	Good	Satisfactory	Below Average	Incomplete
Application of Design Principles: Layout	Work is exceptionally arranged. Logo elements are aligned properly and well balanced overall.	Work demonstrates some understanding of arrangement. Elements are properly aligned, but need improvement in overall balance.	Arrangement needs improvement. Some elements are properly aligned, overall design is poorly balanced.	Most elements are out of alignment and overall design is poorly balanced.	Does not show any thought to layout principles.
	20 Points	**17 Points**	**14 Points**	**11 Points**	**0 Points**
Application of Design Principles: Typography	Demonstrates great understanding of typographic principles. Fonts were well chosen and well executed.	Demonstrates some understanding of typographic principles. Fonts were well chosen, execution is fair.	Needs improvement. Fonts choices are fair, execution is poor.	Fonts were poorly chosen and poorly executed.	Does not show any thought to typographic principles.
	20 Points	**17 Points**	**14 Points**	**11 Points**	**0 Points**
Application of Design Principles: Color	Demonstrates exceptional understanding of color theory. Primary color choices are appropriate and accent colors are complementary	Demonstrates some understanding of color theory. Primary color and accent color choices are fair.	Needs improvement. Primary color choices are inappropriate or accent colors are poor.	Primary color choices are inappropriate and accent colors are poorly chosen.	Does not show any thought to color principles.
	20 Points	**17 Points**	**14 Points**	**11 Points**	**0 Points**
Overall Visual Impact	Designs are powerful, compelling, impossible to ignore. Meets all 5 principles of effective logo design.	Design gets attention, has some degree of power. Meets at least 3 principles of effective logo design.	Design needs more creative insight. Meets 2 principles of effective logo design.	Design is weak. Impact on audience likely to be minimal.	Design is weak. Impact on audience likely to even be off-putting.
	10 Points	**8 Points**	**6 Points**	**4 Points**	**0 Points**
Overall Identity	Overall identity is impactful. Elements are cohesive. Utilizes pattern, imagery and/or composition as identity element.	Overall identity is strong. Elements are consistent, feel part of a whole.	Overall identity is average. Most elements are consistent, some are out of keeping with overall identity.	Overall identity has many inconsistent elements.	Does not demonstrate any thought to overall identity.
	10 Points	**8 Points**	**6 Points**	**4 Points**	**0 Points**
Client Requests and Presentation	Work is within parameters set by the client. Work was presented in a thoughtful, cohesive package.	Work is within parameters set by the client.	Work is mostly within parameters set by the client, 1-2 needs overlooked.	Work overlooked 3-4 needs of the client.	Failed to demonstrate understanding of client's needs.
	10 Points	**8 Points**	**6 Points**	**4 Points**	**0 Points**
Completeness	Work includes all required pieces. Submitted AI and PDF files.	Work includes most required elements, missing 1 piece. AI and PDF files included.	Work is missing 2 pieces. AI and PDF files included.	Work is missing 3 pieces or failed to submit AI or PDF file.	Work is missing more than 3 pieces.
	5 Points	**4 Points**	**3 Points**	**2 Points**	**0 Points**
Critique Participation	Student presented their own work during critique and commented on the work of at least 75% of their classmates. If absent, submitted a YouTube video.	Student presented their own work during critique and commented on the work of at least 50% of their classmates. If absent, submitted a YouTube video.	Student presented their own work during critique and commented on the work of at least 25% of their classmates. If absent, submitted a YouTube video.	Student failed to present their own work during critique, but still provided feedback to classmates.	Student did not present their own work during critique or give feedback to classmates.
	5 Points	**4 Points**	**3 Points**	**2 Points**	**0 Points**