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| Criteria | Advanced | Proficient | Developing | Basic |
| Able to argue what makes a successful logo vs a non successful logo using supporting evidence  | Thoroughly explains what makes a successful logo vs a non successful logoHighly effectively uses supporting evidence | Substantially explains what makes a successful logo vs a non successful logoEffectively uses supporting evidence | Minimally explains what makes a successful logo vs a non successful logoModerately effective using supporting evidence | Does not explains what makes a successful logo vs a non successful logoMinimally effective using supporting evidence |
| Able to construct their logo design using the software correctly and multiple tools | Highly effectively uses Illustrator to construct the logoUses at more than 5 different tools from Illustrator in their logo | Effectively uses Illustrator to construct the logoUses at least 5 different tools from Illustrator in their logo | Moderately effective in using Illustrator to construct the logoUses at less than 5 different tools from Illustrator in their logo | Minimally effective in Illustrator to construct the logoUses only one tool from Illustrator in their logo |
| Able to match iconic modern graphic designers and their logos correctly | Match iconic modern graphic designers and their logos correctly 100%  | Match iconic modern graphic designers and their logos correctly 90% | Match iconic modern graphic designers and their logos correctly 70% | Match iconic modern graphic designers and their logos correctly 50% or less |
| Able to explain how artistic decisions are reflected to meet the artist’s intent | Thoroughly explain how logo represents their partner (personal information, etc.)Thoroughly explain tools in Illustrator used during the creating processHighly effectively discuss how elements seen in a balanced composition/successful logo are present in design. | Substantially explain how logo represents their partnerSubstantially explain tools in Illustrator used during the creating processEffectively discuss how elements seen in a balanced composition/successful logo are present in design. | Partially explain how logo represents their partnerPartially explain tools in Illustrator used during the creating processModerately effective in discussing how elements seen in a balanced composition/successful logo are present in design. | Minimally explain how logo represents their partnerMinimally explain tools in Illustrator used during the creating processMinimally effective in discussing how elements seen in a balanced composition/successful logo are present in design. |