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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 logo  Highly effectively uses supporting evidence | Substantially explains what makes a successful logo vs a non successful logo  Effectively uses supporting evidence | Minimally explains what makes a successful logo vs a non successful logo  Moderately effective using supporting evidence | Does not explains what makes a successful logo vs a non successful logo  Minimally effective using supporting evidence |
| Able to construct their logo design using the software correctly and multiple tools | Highly effectively uses Illustrator to construct the logo  Uses at more than 5 different tools from Illustrator in their logo | Effectively uses Illustrator to construct the logo  Uses at least 5 different tools from Illustrator in their logo | Moderately effective in using Illustrator to construct the logo  Uses at less than 5 different tools from Illustrator in their logo | Minimally effective in Illustrator to construct the logo  Uses 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 process  Highly effectively discuss how elements seen in a balanced composition/successful logo are present in design. | Substantially explain how logo represents their partner  Substantially explain tools in Illustrator used during the creating process  Effectively discuss how elements seen in a balanced composition/successful logo are present in design. | Partially explain how logo represents their partner  Partially explain tools in Illustrator used during the creating process  Moderately effective in discussing how elements seen in a balanced composition/successful logo are present in design. | Minimally explain how logo represents their partner  Minimally explain tools in Illustrator used during the creating process  Minimally effective in discussing how elements seen in a balanced composition/successful logo are present in design. |