

Scoring Rubric- Designing a Logo

Student name: _____

CATEGORY	4	3	2	1
Mathematical Concepts	Logo includes at least 4 transformations including 1 of each of the following, translation, reflection, dilatation, rotation	Logo includes at least 4 transformations, but not 1 of each of the following, translation, reflection, dilatation, rotation.	Logo includes 3 transformations with 3 different types of transformations.	Logo includes 3 transformations or fewer and they do not represent different types of transformations.
Use of Technology	Student was able to effectively use technology to create a logo that incorporated geometric transformations	Student was able to use technology to create a logo that incorporated some geometric transformations.	Student was able to use technology to create a logo but did not incorporate geometric transformations.	Student was unable to use technology to create a logo.
Connection between Logo and Company Objectives	Explanation is detailed and clear and demonstrated a logical connection to their company.	Explanation is clear and there is some connection to the company.	Explanation is a little difficult to understand, but includes critical components, with some connection to the company.	Explanation is difficult to understand, with no connection to the company.
Creativity	Logo incorporates most of the characteristics of a good logo (original ideas, use of shapes, good use of color, etc).	Logo incorporates many of the characteristics of a good logo (original ideas, use of shapes, good use of color, etc).	Logo incorporates some of the characteristics of a good logo (original ideas, use of shapes, good use of color, etc).	Logo incorporates few of the characteristics of a good logo (original ideas, use of shapes, good use of color, etc).
Completion	All components of project (worksheet, electronic logo, and printed logo) are complete.	Only 1 of the components of the project (worksheet, electronic logo, and printed logo) is incomplete or missing.	Only 1 of the components of the project (worksheet, electronic logo, and printed logo) is complete.	All components of the project (worksheet, electronic logo, and printed logo) are incomplete.

Total Evaluation : /20 =

Teacher Comments:
