

## Achievement Chart- Graphic Design Unit

Name:

Work: Create a 3-D Company Logo

Date:

Categories	50-59% Level 1	60- 69% Level 2	70-79% Level 3	80- 100% Level 4	Marks
<b>Thinking/Inquiry</b>	The student:				
Critical thinking (analyzing graphic design components) to create a logo for a company	Uses critical thinking (analyzing graphic design components) with limited clarity and effectiveness	Uses critical thinking (analyzing graphic design components) with moderate clarity and effectiveness	Uses critical thinking (analyzing graphic design components) with considerable clarity and effectiveness	Uses critical thinking (analyzing graphic design components) with a high degree of clarity and effectiveness	/10

Categories	50-59% Level 1	60- 69% Level 2	70-79% Level 3	80- 100% Level 4	
<b>Communication</b>	The student:				
Communication and expression of graphic design with regards logos	Communicates and expresses ideas of graphic design with limited clarity	Communicates and expresses ideas of graphic design with moderate clarity	Communicates and expresses ideas of graphic design with considerable clarity	Communicates and expresses ideas of graphic design with a high degree of clarity	(see handout)
<b>Creation (Application)</b>	The student:				
Application of the creative process, e.g. originality based on the:  "Is the logo appropriate for the company based on...?"  <ul style="list-style-type: none"> <li>• Shapes</li> <li>• Lines</li> <li>• Colours</li> <li>• Type (if any)</li> </ul>	Applies the creative process  <ul style="list-style-type: none"> <li>• Shapes</li> <li>• Lines</li> <li>• Colours</li> <li>• Type (if any)</li> </ul> With limited effectiveness	Applies the creative process  <ul style="list-style-type: none"> <li>• Shapes</li> <li>• Lines</li> <li>• Colours</li> <li>• Type (if any)</li> </ul> With some effectiveness	Applies the creative process  <ul style="list-style-type: none"> <li>• Shapes</li> <li>• Lines</li> <li>• Colours</li> <li>• Type (if any)</li> </ul> With considerable effectiveness	Applies the creative process  <ul style="list-style-type: none"> <li>• Shapes</li> <li>• Lines</li> <li>• Colours</li> <li>• Type (if any)</li> </ul> With a high degree of effectiveness	/20

Thinking: /10

Application: /20

Comments: