

Orbit Cabs Logo Design Challenge Rubric | Quality of Design

| Criteria | Exemplary | Proficient | Developing |
|--|--|---|---|
| Level of Intention | All design decisions are intentional and can be justified. The logo symbolizes the brand through strategic decisions. | The majority of design decisions can be justified and connected to the prompt. | One or fewer characteristics of the logo design can be justified and drawn back to the original prompt. The logo does not strongly consider the prompt. |
| Alignment with Client Preferences | The colors, font, and style completely align with the client's preferences. | The majority of the logo design aligns with the client's preferences. However, one or two design choices do not represent the client's preferences. | The logo does not consider the client's preferences. The logo does not include any characteristics that reflect the client's style. |
| Alignment with Target Audience | The logo concept is appealing to the target audience (style, symbolism, etc.) | The logo considers the target audience and attempts to appeal to them through color, style, or subject. | The learner cannot justify design decisions as they align with the target audience. |
| Alignment with Brand Offerings | All aspects of the logo accurately represent the services and values of Orbit Cabs. | For the most part, the logo accurately represents the brand's offerings and values. Certain design decisions contradict the brand's offerings and values. | The logo does not represent the brand's offerings or values and cannot be justified. The logo may come across as contradictory or misleading. |
| Level of Respectful Participation in Critique Session | The learner is an active participant during critique sessions, offering respectful and relevant feedback multiple times. | The learner is respectful and provides at least one piece of feedback to a peer. | The learner does not participate in the critique session at all. The learner is also disrespectful towards their peers. |

Peer Review Sheet | Quality of Participation in Critique

Instructions: Please circle one box in each of the rows below, indicating your peer’s level of respect and participation during the critique session. Please specify which peer you are reviewing. If you have additional comments about the peer, please provide them in the ‘Additional Comments’ row.

Reviewer: _____ **Designer:** _____

| Criteria | Exemplary | Proficient | Developing |
|-------------------------------|--|--|--|
| Level of Respect | The student was extremely respectful and kind during the critique while still providing helpful feedback. | The student was respectful and polite during the critique session. They did not provide constructive feedback. | The student was rude and disrespectful during the critique session. |
| Level of Participation | The student demonstrated participation through active listening, providing feedback, and presenting their logo design. | The student actively listened and presented their logo design. The student also provided feedback to one person. | The student was disengaged and distracted during the entire critique session. They did not participate through active listening or discussion. |
| Additional Comments | | | |