

	Inquiring and Analyzing	Developing Ideas	Creating the Solution	Evaluation
0	You did not reach a standard described by any of the descriptors below.	You did not reach a standard described by any of the descriptors below.	You did not reach a standard described by any of the descriptors below.	You did not reach a standard described by any of the descriptors below.
1 - 2	<ul style="list-style-type: none"> <li>• <b>states</b> the need for a logo</li> <li>• <b>states</b> some of the main findings of relevant research</li> </ul>	<ul style="list-style-type: none"> <li>• <b>lists</b> a few basic design specifications</li> <li>• <b>presents</b> one design idea which peers can understand</li> <li>• <b>creates</b> incomplete planning drawings</li> </ul>	<ul style="list-style-type: none"> <li>• <b>demonstrates</b> minimal technical skills when making the logo</li> <li>• <b>creates</b> the logo, which functions poorly and is not complete</li> </ul>	<ul style="list-style-type: none"> <li>• <b>defines</b> a testing method, which is used to measure the success of the logo</li> <li>• <b>states</b> the success of the logo</li> </ul>
3 - 4	<ul style="list-style-type: none"> <li>• <b>outlines</b> the need for a logo</li> <li>• <b>states</b> the research needed to <b>develop</b> a logo, <b>with some guidance</b></li> <li>• <b>outlines</b> one existing product that inspires your design</li> <li>• <b>develops</b> a <b>basic</b> design brief, which <b>outlines</b> some relevant research</li> </ul>	<ul style="list-style-type: none"> <li>• <b>constructs</b> a list of design specifications</li> <li>• <b>presents</b> 2 design ideas <b>or explains</b> key features, which your peers can understand</li> <li>• <b>outlines</b> the <b>main</b> reasons for choosing design (must reference Design SPECS!)</li> <li>• <b>creates</b> planning drawing <b>or lists</b> requirements for the creation of the chosen logo</li> </ul>	<ul style="list-style-type: none"> <li>• <b>outlines</b> each step in a plan, with some details. Peers might have trouble following it.</li> <li>• <b>demonstrates satisfactory</b> technical skills when making the logo</li> <li>• <b>creates</b> the final logo, which communicates meaning a little, and is presented adequately</li> <li>• <b>outlines</b> changes made to the chosen design <b>or</b> plan when making the logo</li> </ul>	<ul style="list-style-type: none"> <li>• <b>defines</b> relevant testing methods, which generate data, to measure the success of the logo</li> <li>• <b>states</b> the success of the logo against the design specification based on relevant product testing</li> <li>• <b>outlines</b> one way in which the logo could be improved</li> <li>• <b>outlines</b> the impact of the logo on the target audience, with guidance</li> </ul>
5 - 6	<ul style="list-style-type: none"> <li>• <b>explains</b> the need for a logo</li> <li>• <b>constructs</b> a research plan, which <b>states</b> and <b>prioritizes</b> the primary and secondary research needed to <b>develop</b> a logo, <b>with some guidance</b></li> <li>• <b>describes</b> a group of similar products that inspire your design</li> <li>• <b>develops</b> a design brief, which <b>outlines</b> the <b>findings</b> of relevant research</li> </ul>	<ul style="list-style-type: none"> <li>• <b>develops</b> design specifications, which <b>identify</b> the success criteria</li> <li>• <b>presents a range of</b> feasible ideas <b>and explains</b> key features, which peers can understand</li> <li>• <b>presents</b> the chosen design and <b>outlines</b> the <b>main</b> reasons for choosing</li> <li>• <b>creates</b> planning drawings and <b>lists</b> requirements for the creation of the chosen logo</li> </ul>	<ul style="list-style-type: none"> <li>• <b>lists</b> the steps in a plan which considers time and resources (your peers can easily follow the plan!)</li> <li>• <b>demonstrates</b> competent technical skills when making the logo</li> <li>• <b>creates</b> the solution, which functions as intended and is presented appropriately</li> <li>• <b>states</b> one change made to the chosen design and plan when making the logo</li> </ul>	<ul style="list-style-type: none"> <li>• <b>defines</b> relevant testing methods, which generate data, to measure the success of the logo</li> <li>• <b>states</b> the success of the logo against the design specification based on relevant product testing</li> <li>• <b>outlines</b> one way in which the logo could be improved</li> <li>• <b>outlines</b> the impact of the logo on the target audience, with guidance</li> </ul>
7 - 8	<ul style="list-style-type: none"> <li>• <b>explains</b> and <b>justifies</b> the need for a logo</li> <li>• <b>constructs</b> a research plan, which <b>states</b> and <b>prioritizes</b> the primary and secondary research needed to <b>develop</b> a logo <b>independently</b></li> <li>• <b>analyzes</b> a group of similar products that inspire your design</li> <li>• <b>develops</b> a design brief, which <b>presents</b> the <b>analysis</b> of relevant research</li> </ul>	<ul style="list-style-type: none"> <li>• <b>develops</b> a design specifications which <b>outlines</b> the success criteria for the design based on data collected</li> <li>• <b>presents a range of</b> feasible ideas <b>and annotation</b>, which peers can understand</li> <li>• <b>presents</b> the chosen design, <b>describing</b> the key features</li> <li>• <b>develops</b> accurate planning drawings and <b>outlines</b> requirements for the creation of the logo</li> </ul>	<ul style="list-style-type: none"> <li>• <b>outlines</b> a plan, which considers the use of resources and time (your peers can easily follow the plan!)</li> <li>• <b>demonstrates</b> excellent technical skills when making the logo</li> <li>• follows the plan to <b>create</b> the actual logo, which functions as intended, and is presented appropriately</li> <li>• <b>lists</b> the changes made to the chosen design and plan when making the final logo</li> </ul>	<ul style="list-style-type: none"> <li>• <b>outlines</b> simple, relevant testing methods, which generate data, to measure the success of the logo</li> <li>• <b>outlines</b> the success of the logo against the design specification based on authentic product testing</li> <li>• <b>outlines</b> how the solution could be improved</li> <li>• <b>outlines</b> the impact of the logo on the target audience</li> </ul>