

Name _____

Final Draft Checksheet — Logo

1	2	3	4	5	x 9 = _____
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Design

Your logo fails to follow basic premises for effective and appropriate design.

Your logo design has some strengths, but a number of flaws continue to diminish its effectiveness.

Logo design is excellent — well planned following appropriate guidelines.

1	2	3	4	5	x 5 = _____
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Graphics

Art and graphics elements are weak, inappropriate, or missing altogether.

Your art and graphics elements are acceptable.

Art and graphics elements are very powerful and fit the context of this logo.

1	2	3	4	5	x 3 = _____
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Text

Text is very poorly prepared or missing.

Text does an adequate job expressing the message and defining the purpose of this logo.

Text is excellent, offering strong content that clearly presents the message and defines the logo's purpose.

1	2	3	4	5	x 2 = _____
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Conventions

Errors in conventions are so numerous as to make this logo unusable in its present form.

Your logo has enough conventions errors to demand editing prior to its use.

Conventions errors are non-existent (or nearly so).

1	2	3	4	5	x 1 = _____
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Audience

You fail to clearly identify a particular audience and/or your story isn't clearly written to a particular audience.

You do an adequate job identifying and writing your story to a particular, appropriate audience.

You do an excellent job clearly and effectively identifying and writing to a particular,

RAW SCORE _____ POINTS _____ /100