



RUBRIC FOR E OLA PONO LOGO ENTRIES—GRADES 7 - 12
(Logo Design and Written Descriptor)

GRAPHIC DESIGN TRAIT	5 POINTS	3 POINTS	1 POINT
CONCEPT AND CONTENT	Digital logo conveys the concept of E Ola Pono clearly, is aesthetically pleasing, solves complex design problems, and reflects artful and thoughtful consideration of form and function	Digital logo conveys the concept of E Ola Pono adequately and is aesthetically acceptable	Digital logo does not convey the concept of E Ola Pono clearly or adequately
GRAPHIC DESIGN ELEMENTS	Design elements (i.e., line quality, symmetry/asymmetry, “paint” palette, composition, use of words/text) are applied effectively creating an exceptional work of art	Design elements are applied in an acceptable manner yet can be maximized to increase effectiveness of the art work	Design elements are not applied in a manner that show a product that is visually arresting
WRITTEN DESCRIPTOR	The accompanying write-up explaining the artist’s rationale and motivation is eloquent and congruent with the visual presentation	The accompanying write-up is acceptable and reveals some information on the artist’s rationale and motivation behind the logo design presented	The write-up does not seem relevant and congruent with the work of art intended to express the concept of E Ola Pono
ORIGINALITY AND STYLE	Design reveals the artist’s level of awareness and competence reflecting development and emergence of personal style	Design reveals that the artist is experimenting stylistically and is beginning to develop a personal style	Design reveals that the student is just beginning to apply elements of design according to established styles
OVERALL EFFECTIVENESS	Digital logo immediately attracts attention and is highly effective in conveying the concept of E Ola Pono	Digital logo is attractive and adequately effective in conveying the concept of E Ola Pono	Digital logo does not attract immediate attention and does not readily convey the concept of E Ola Pono