

Logo Assessment Markgrid

LO1 – Planning		
MB1: 1–2 marks	MB2: 3–4 marks	MB3: 5–6 marks
Produces simple concept sketch(es)	Produces a set of concept sketches clearly showing ideas for the final product	Produces a set of clear, annotated concept sketches showing a range of ideas for the final product
MB1: 1 mark	MB2: 2 marks	MB3: 3–4 marks
Some attempt to explain choice has been made	Some choices are explained with valid points made	Choices are well explained
LO2 – Create and Save		
MB1: 1–3 marks	MB2: 4–5 marks	MB3: 6–7 marks
Use of standard tools and techniques is limited. The logo is a simple graphic with some suitability for purpose	Use of standard tools and techniques is effective. The logo is a graphic with some detail and is mostly fit for purpose	Use of more advanced tools and techniques is effective. The logo is a complex graphic and is fit for purpose
LO3 – Reviewing		
MB1: 1 mark	MB2: 2 marks	MB3: 3 marks
The final logo is added to the gallery	A brief review of the logo made in the gallery	Review produced which identifies strengths and weaknesses

Total mark: 20