

Criterion 1

0% of total grade



A - 4 - Mastery

Creates an American logo which thoroughly uses visual communication elements: size, color, symbolism, iconic meaning.

0

B - 3 - Proficiency

Creates an American logo which accurately uses some visual communication elements: size, color, symbolism, iconic meaning.

0

C - 2 - Competence

Creates an American logo which uses few visual communication elements: size, color, symbolism, iconic meaning.

0

F - 1 - No Pass

Submission does not competently create an American logo which uses visual communication elements: size, color, symbolism, iconic meaning.

0

I - 0 - Not Submitted

Not Submitted

0

Criterion 2

0% of total grade



A - 4 - Mastery

Creates an Indian logo which thoroughly uses visual communication elements: size, color, symbolism, iconic meaning.

0

B - 3 - Proficiency

Creates an Indian logo which accurately uses some visual communication elements: size, color, symbolism, iconic meaning.

0

C - 2 - Competence

Creates an Indian logo which uses few visual communication elements: size, color, symbolism, iconic meaning.

0

F - 1 - No Pass

Submission does not competently create an Indian logo which uses visual communication elements: size, color, symbolism, iconic meaning.

0

I - 0 - Not Submitted

Not Submitted

0

Criterion 3

0% of total grade



A - 4 - Mastery

Thoroughly compares and contrasts how American and Indian target audiences respond differently to logos.

0

B - 3 - Proficiency

Accurately compares and contrasts how American and Indian target audiences respond differently to logos.

0

C - 2 - Competence

Generally compares and contrasts how American and Indian target audiences respond differently to logos.

0

F - 1 - No Pass

Submission does not competently compare and contrast how American and Indian target audiences respond differently to logos.

0

I - 0 - Not Submitted

Not Submitted

0