

# Assessment – Logo Design

## Assessment Instructions

### CANDIDATES:

#### What this assessment will cover:

This assessment will test your understanding of the Module entitled 'Graphic Design', and cover:

**Instructional Objective 1.1** - *The students will create a series of logos (more than 5) suitable for use by a professional organisation during a lab session of four hours.*

The results of this test will be used to determine the level of recall, understanding and application of the facts, concepts and procedures covered in your training.

#### The Assessment Conditions:

You are tasked with the creation of at least 5 logos, exported in JPEG file format, the inspiration for which must be original.

You have 4 hours to complete and upload the finished files to your profile site.

You will be assessed on the balance, colour usage, meaning, feel conveyed and the creativity and professionalism of your presentation.

#### Assessment:

Your score will be out of a possible TWENTY points and the passing grade is TWELVE or more points.

#### The assessment will be marked under the following criteria:

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|--------------------|--|
| 5 - Outstanding    | Uses techniques at an extremely high level; Elegant, coherent and effective in all ways. |
| 4 - Above average  | Uses techniques very well; Functional, coherent and effective in most ways.              |
| 3 - Average        | Uses techniques satisfactorily. No major issues with flow or function                    |
| 2 - Below average  | Uses techniques adequately. Some issues with function and flow.                          |
| 1 - Unsatisfactory | Uses techniques inadequately. Failure to achieve objective.                              |