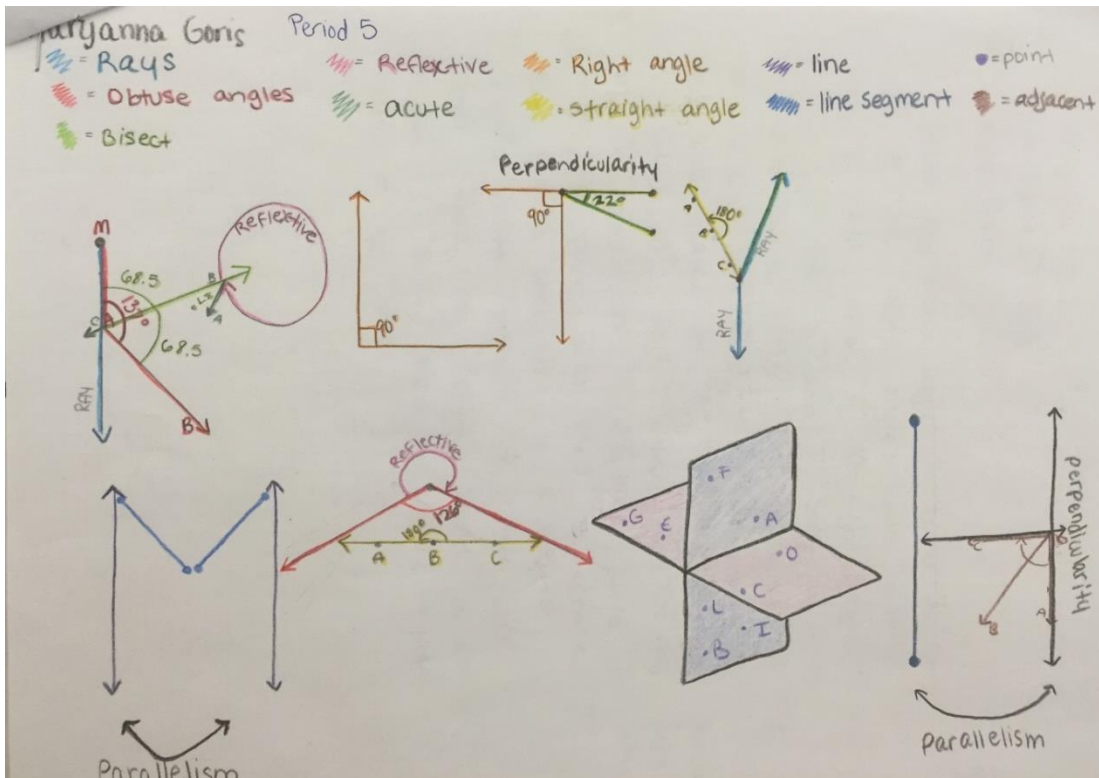# Logo Graphic Design

You are the graphic designer at my start-up company: **MARSHMATH** – an educational website to help students with getting an A in their Geometry classes.   We are launching our company website and each employee must have a **logo** to go with their name. As a Geometry resource, the logo must echo the company mission – to educate the world in the ways of all things Geometry. As president and CEO, I have developed a list of requirements that I need satisfied with each employee's unique logo, in addition to being aesthetically pleasing. The logo of your name/nickname (5 letters minimum) must be comprised of the building blocks of Geometry: points, lines, planes, and angles.

You will include a **clear guide** for me to find the evidence of each requirement being met: i.e. a key, labels, or color coding. You will be graded using the rubric on the back of this handout, become familiar with it.

Logo Requirements:
- Angles:
  - 2 Obtuse Angles
  - 2 Acute Angles
  - 2 Right Angles
  - 2 Straight Angles
- 3 Line Segments
- 3 Rays
- 2 Lines

- 1 Plane
- 1 Point
- 1 instance of parallelism (parallel lines)
- 1 instance of perpendicularity (perpendicular lines)
- A line segment being bisected
- An angle being bisected

See the example below to get an idea of what is being asked:

Assessment Points

	5 **Excellent**	4 **Good Work**	3 **Almost There**	2 **Keep At It**	1 **Not Yet**
Evidence of Geometry *The new logo employs all of the requirements*	The logo design incorporates all the required elements in a **meaningful way**, the required elements are integrated into the design (the elements aren't haphazardly thrown onto the logo out of context simply to meet the requirements).	The logo design incorporates **all** the required elements.	The logo design incorporates the **majority** of required elements.	The logo design incorporates **some** of the required elements.	The logo design **is missing the majority** of required elements.
Accuracy *The elements are identified correctly*	**Key**: There is a **clear guide** for the teacher to find evidence of each of the requirements that makes it easy for the teacher to find the required elements for the logo design. **Requirements**: **All** of the requirements are met and accurate.	**Key**: There is a **clear guide** for the teacher to find evidence of each of the requirements. **Requirements**: A **minimum of 9** out of 10 requirements are met and accurate.	**Key**: There is a guide for the teacher to find evidence of each of the requirements that however **the guide is unclear in parts.** **Requirements**: a **minimum of 7** out of 10 requirements are met and accurate.	**Key**: There is a guide for the teacher to find evidence of each of the requirements but it is **not clear or easy to follow**. **Requirements**: a **minimum of 6** out of 10 requirements are met and accurate.	**Key**: There is **no guide** for the teacher to find evidence of each of the requirements. **Requirements: less than 6** out of 10 requirements are met and accurate.

21st Century Skill Points

	5 **Excellent**	4 **Good Work**	3 **Almost There**	2 **Keep At It**	1 **Not Yet**
Final Product	The final product is aesthetically pleasing, and accurate. **All** of the requirements are constructed using a straightedge.	The final product is aesthetically pleasing and mostly accurate. **At least 85%** of requirements are constructed using a straightedge.	The final product is mostly accurate. **At least 70%** of requirements are constructed using a straightedge.	The final product made an attempt at accuracy. **At least 55%** of requirements are constructed using a straightedge.	The final product was not handed in or lacked in all key areas of the rubric. **Less than 55%** of requirements are constructed using a straightedge.