

Name _____ & _____

Areas of Interaction Logo

Your task is to create a logo for one chosen Area of Interaction. In order to create it you have to follow the design cycle and you are graded for each stage of it.

INVESTIGATION

Level	Descriptor
0	You don't meet requirements given below
1-2	The design brief is written There is a little Product analysis Some specifications are given
3-4	Problem is re-written in your own words The description of the product is given (the design brief) The product analysis is made by examination of several logo's from some acknowledged sources The specification are given with some relevant points that shows the understanding of the problem
5-6	Problem is re-written in your own words (the understanding of the problem must be shown) The description of the product is given with the mention of the intended market (the description brief) The product analysis is made, with examination of several logo's (description of techniques and creation method is a must) The specification are given with some relevant points that shows full understanding of the problem

	Level of achievement			Teacher comments
	Student 1	Student 2	Teacher	
Criterion A (max 6)				

Design

Level	Descriptor
0	You don't meet requirements given below
1-2	One design is made and it is not justified against specification
3-4	Two designs of good quality are made with annotation and the chosen one is justified. The final design is evaluated against specification
5-6	At least four designs of good quality with annotations are made, each evaluated against the specification criteria. The final design is justified

	Level of achievement			Teacher comments
	Student 1	Student 2	Teacher	
Criterion B (max 6)				

Plan

Level	Descriptor
0	You don't meet requirements given below
1-2	Plan produced with some details of steps and/or resources required.
3-4	Plan produced containing a number of logical steps that include resources and time. There are some attempts to evaluate the plan
5-6	Produced plan contains a number of detailed, logical steps that describe use of resources and time and could be followed by others Plan is critically evaluated and justification of any modifications to design are given

	Level of achievement			Teacher comments
	Student 1	Student 2	Teacher	
Criterion C (max 6)				

CREATE

Level	Descriptor
0	You don't meet requirements given below
1-2	The AOI Logo is made The process journal is kept
3-4	The AOI Logo of good quality is made with consideration of plan The Process Journal with clear explanations is kept
5-6	The plan is followed and any modifications are justified The AOI Logo of appropriate quality is made The detailed Process Journal is made with the description of problems encountered and ways of solution

	Level of achievement			Teacher comments
	Student 1	Student 2	Teacher	
Criterion D (max 6)				

EVALUATE

Level	Descriptor
0	You don't meet requirements given below
1-2	The AOI Logo is evaluated. Some attempt to test the product are made
3-4	The evaluation of the product is made with some suggestions of improvement The product is tested on the target audience The evaluation of design cycle is made
5-6	The evaluation of the AOI Logo based on the test results of it is made Each stage of the design cycle is evaluated with suggestion of improvements

	Level of achievement			Teacher comments
	Student 1	Student 2	Teacher	
Criterion E (max 6)				

ATTITUDE

Level	Descriptor
0	You don't meet requirements given below
1-2	The student occasionally demonstrates the general positive attitude and participate in group activities The student work safely
3-4	The student frequently demonstrates the general positive attitude and participate in group activities The student work safely The student can identify at least two features of the IB Learner Profile that he /she demonstrated
5-6	The student consistently demonstrates the general positive attitude and participate in group activities The student work safely The student can identify at least three features of the IB Learner Profile that he /she demonstrated

	Level of achievement			Teacher comments
	Student 1	Student 2	Teacher	
Criterion F (max 6)				