

## Logo Analysis Essay Rubric

	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Approaching Standards</i>	<i>Does Not Meet Standards</i>
<b>Analytical Claim</b>	The author introduces the essay with a statement that goes significantly beyond description and makes a clear, insightful interpretation of stable and shifting messages of the logo across time	The author introduces the essay with a statement that goes beyond description and makes a clear, plausible interpretation of stable and shifting messages conveyed the logo across time	The author introduces the essay with a statement that may contain some interpretation, but is more descriptive than analytical	The author introduces the essay with a statement that is exclusively descriptive and/or perhaps unclear or inaccurate
<b>Organization of Analysis</b>	The author organizes the analysis clearly and effectively around ideas or features of the logo; the author uses clear and explicit topic sentences to orient the reader to the main points and transitions to stress the connections between points	The author organizes the analysis clearly around ideas or features of the logo; the author uses topic sentences to orient the reader to the main points and transitions to indicate the connections between points	The author organizes the analysis around ideas or features of the logo, but the strategy may be unclear or unrelated to the main points of the claim; transitions serve separate points but not connect them	The author's organizational strategy is difficult to discern or confusing
<b>Selection and Discussion of Evidence</b>	The author uses abundant well-chosen evidence of the logos' design features such as color, shape, layout/ space, and text to support fully the main claim and subpoints; evidence is especially well balanced across multiple logos to stress the development across time	The author uses sufficient, appropriate evidence of the logos' design features such as color, shape, layout/ space, and text to support the main claim and subpoints; evidence is balanced across multiple logos to stress the development across time	The author offers some evidence from the design of the logo, but some of it may be unrelated to the main claim and subpoints; evidence may come primarily from one or two logos	The author offers limited evidence that is also perhaps unrelated the main claim and subpoints; evidence is drawn primarily from a single logo