

Name: \_\_\_\_\_ Period: \_\_\_\_\_

## Beginning Photoshop – Logo Evaluation

Turn in 3 files: .pds, .pdf, .jpg (700 pixels high)

### Saving and submission directions

1. 1\_In\_logo\_competition.**psd** - Delete the text layer in the lower right corner and type in your name
2. Then do a File/Save As and choose .pdf (this is the file I will send to the printer). Name this file - 1\_In\_logo\_competition.pdf
3. With the .pdf file open do a File/Save for web – choose .jpg high – then change the print size to 700 high – apply – save image only
4. 1\_In\_logo\_competition.jpg (**jpg file for the web**)

## Evaluation Criteria

No gradients, shadows, highlights, or patterns

	Couldn't be better	Well done	Gets the basics	Confused about the basics	Incorrect or missing
<b>The simplicity and clarity of the design</b> – you worked with simple shapes – little detail					
<b>Uniqueness and creativity</b> – original designs only					
<b>Vector manipulation skill</b> – your design shows up as a path (or multiple paths) in the paths panel					
<b>Communication</b> – you have worked to the client specifications					
<b>Refinement</b> – professional and polished					
<b>Limited color scheme</b> – no more than 3 colors					
<b>3 logo images</b> – scaled with reduced detail on smaller images if needed					
<b>Your first initial, last name and school name</b> appear in the lower right corner of the format					

\_\_\_\_/40 points possible