

Personal Brand Rubric

Task				
Brainstorming & Concept Development	Exemplary - 13-15pts. Brainstorm document is fully complete with thoughtful ideas, embedded sketches, and clear connections between concept and brand identity. Shows originality and purposeful planning.	Proficient - 10-12pts. Brainstorm document complete; includes sketches and ideas with moderate depth. Some connections to brand identity visible.	Developing - 7-9pts. Brainstorm incomplete or lacks depth; limited evidence of audience consideration.	Beginning - 0-6pts. Minimal brainstorming or incomplete ideas; missing required elements or unclear concept direction.
Design Complexity & Technical Skill	Exemplary - 9-10pts. Uses advanced Illustrator tools effectively (Pen, Pathfinder, Shape Builder, Type, Layers). Demonstrates complexity, precision, and creativity in vector design.	Proficient - 7-8pts. Correct tool use and clear vector construction with minor errors or moderate complexity.	Developing - 5-6pts. Basic tool use; simple design structure or visible technical mistakes.	Beginning - 0-4pts. Struggles with tool use; design lacks refinement or structural integrity.
Peer Critique & Professional Feedback	Exemplary - 13-15pts. Completed all 3 peer critiques with detailed, well-written, and design-vocabulary-based feedback. Demonstrates understanding of design principles when evaluating others' work.	Proficient - 10-12pts. Completed all critiques with clear feedback, some use of design vocabulary.	Developing - 7-9pts. Completed 1-2 critiques with limited detail or vague feedback.	Beginning - 0-6pts. Critiques missing or lack thoughtful, design-related commentary.
Self-Reflection & Revision	Exemplary - 9-10pts.	Proficient - 7-8pts.	Developing - 5-6pts.	Beginning - 0-4pts.

	Thorough reflection on feedback received; clearly explains revisions and insights into design choices. Demonstrates awareness of growth and improvement.	Reflects on feedback and explains some design changes.	Minimal reflection; does not clearly connect feedback to revisions.	Incomplete or generic reflection. No clear evidence of revision process.
Final Brand Document & Deliverables	Exemplary - 27–30pts. Comprehensive, visually cohesive branding document. Logo refined and versatile. Colors and typography are well-researched and appropriate to brand mood. Mockups professional and realistic.	Proficient - 20–26pts. All required elements included; logo and branding choices appropriate but may lack full cohesion or polish.	Developing - 12–19 Most elements included; inconsistent design or missing professional application.	Beginning - 0–11 Missing major deliverables or lacks understanding of branding principles.
File Organization & Submission Accuracy	Exemplary - 9–10 Files named correctly, organized into required folders, and submitted in correct formats (.AI, .JPG, PDF). Demonstrates professional workflow and attention to submission protocol.	Proficient - 7–8 Files submitted correctly but with minor naming or formatting inconsistencies.	Developing - 5–6 Some files missing or incorrect format; inconsistent organization.	Beginning - 0–4 Files missing, corrupt, or incorrectly labeled; fails to meet submission requirements.
Presentation Quality & Professionalism	Exemplary - 9–10 Final presentation polished, professional, and visually cohesive. Layouts balanced; clear visual hierarchy. Attention to detail shows care and pride in work.	Proficient - 7–8 Presentation neat and complete; may have minor spacing or formatting inconsistencies.	Developing - 5–6 Presentation lacks visual polish or consistent layout.	Beginning - 0–4 Unprofessional presentation or incomplete materials.

Total Points _____ /100