

Graphic Design: Bakery Box Unit

10-9	8-7	6-5	4-3	2-1
Student's bakery box design is dynamic and shows sophistication as well as effective communication. The viewer gets a clear sense of the company and an over all mood. The design is engaging and is unified.	Student's bakery box design is dynamic and shows effective communication. The viewer gets a sense of the company and an over all mood. The design is interesting and engaging. The design is fairly unified.	Student's bakery box design shows somewhat effective communication. The viewer get somewhat of a clear sense of the company. A mood is somewhat evident. The design looks finished. The design is somewhat unified.	Student's bakery box design does not communicate the ideas clearly. A mood may or may not be evident. The design is a little empty. It does not have unity.	Student's bakery box design is full of clichés. The box does not tell the viewer much about the bakery. Communication is unclear.
Student's logo is fully and successfully integrated with the design. Both enhance each other greatly. The logo is used with innovation.	Student's logo is successfully integrated with the design. Both enhance each other. The logo is used with creativity.	Student's logo is somewhat successfully integrated with the design. Both somewhat enhance each other.	Student's logo stands out from the box design. Both do little to enhance each other.	Student's logo and box design do not match. There is no relationship between the two.
Student has successfully used multiple (8+) tools to create their box. These include the following: pen tool, trace, fill color, drop shadow, typing on a path, brush tool, gradient, manipulated symbol.	Student has successfully used several (7-8) tools to create their box. These include the following: pen tool, trace, fill color, drop shadow, typing on a path, brush tool, gradient, manipulated symbol.	Student has used several (5-6) tools to create their box. These include the following: pen tool, trace, fill color, drop shadow, typing on a path, brush tool, gradient, manipulated symbol.	Student has used (3-4) tools to create their box. These include the following: pen tool, trace, fill color, drop shadow, typing on a path, brush tool, gradient, manipulated symbol.	Student has used 1-2 tools with moderate success. These include the following: pen tool, trace, fill color, drop shadow, typing on a path, brush tool, gradient, manipulated symbol.
Students color choices greatly enhance their bakery box. Colors give an effective emotive quality and mood to the bakery. Student has used several colors (6+) and took risks.	Students color choices enhance their bakery box. Colors give an emotive quality and mood to the bakery. Student has used different colors (5-6) and took some risks.	Students color choices somewhat enhance their bakery box. Colors give a slight emotive quality and mood to the bakery. Student has used a few colors (3-4) and took few risks.	Students color choices do little to enhance their bakery box. Colors achieve little emotive quality and mood. Student has used very few colors (1-2) and avoided risks.	Students color choices do not enhance their box. Student did not take risks or achieve an emotive quality through color.
Students' overall design is sophisticated and innovative. Student has created a high quality product independently.	Students' overall design is creative. Student has created a good quality product independently.	Students' overall design is interesting. Student has created a quality product with assistance.	Students' overall design is somewhat successful. Student needed assist and reminders to follow directions and complete work.	Student's product is well below grade level. Directions were not followed.

Comments:

Graphic Design: Logo Design Unit

10-9	8-7	6-5	4-3	2-1
Student's logo shows dynamic and effective communication. The chosen font greatly enhances the logo and is very clear. The typography is a very good match and has been manipulated by the student.	Student's logo shows very effective communication. The chosen font enhances the logo and is very clear. The typography is a good match and has been slightly manipulated.	Student's logo shows somewhat effective communication. The chosen font somewhat enhances the logo and is clear. The typography is a match and may have been manipulated.	Student's logo does not communicate the ideas of the bakery well. The chosen font does little to enhance the logo and is not very clear. The typography is a weak match and has not been manipulated.	Student's logo is ill matched. The typography does not enhance the general idea of the bakery. Student has not communicated effectively. Students typography has not been manipulated.
Student's logo design is complex, dynamic and sophisticated. Student's use of imagery and line is very effective. The logo has unity.	Student's logo design is complex and engaging. Student's use of imagery and line is effective. The logo has some unity.	Student's logo design is engaging. Student's use of imagery and line is somewhat effective. The logo is not necessarily united.	Student's logo design is complete. Student's use of imagery and line is somewhat ineffective. The logo lacks unity.	Student's logo design is ill matched. The use of imagery and line has little to no relationship.
Student has successfully used multiple (6+) tools to create their logo. These include the following: pen tool, fill color, drop shadow, typing on a path, brush tool, gradient, manipulated symbol.	Student has successfully used several (5-6) tools to create their logo. These include the following: pen tool, fill color, drop shadow, typing on a path, brush tool, gradient, manipulated symbol.	Student has used several (3-4) tools to create their logo. These include the following: pen tool, fill color, drop shadow, typing on a path, brush tool, gradient, manipulated symbol.	Student has used 2 tools to create their logo. These include the following: pen tool, fill color, drop shadow, typing on a path, brush tool, gradient, manipulated symbol.	Student has used 1-2 tools with moderate success. These include the following: pen tool, fill color, drop shadow, typing on a path, brush tool, gradient, manipulated symbol.
Students color choices greatly enhance their bakery logo. Colors give an effective emotive quality and mood to the bakery. Student has used several colors and took risks.	Students color choices enhance their bakery logo. Colors give an emotive quality and mood to the bakery. Student has used different colors and took some risks.	Students color choices somewhat enhance their bakery logo. Colors give a slight emotive quality and mood to the bakery. Student has used a few colors and took few risks.	Students color choices do little to enhance their bakery logo. Colors achieve little emotive quality and mood. Student has used very few colors and avoided risks.	Students color choices do not enhance their logo. Student did not take risks or achieve an emotive quality through color.
Students' work shows excellent quality, innovation, imagination and strong understanding of learned ideas.	Students' work shows good quality, imagination and understanding of learned ideas.	Students' work shows some quality, neatness and some understanding of learned ideas.	Students' work shows little quality, neatness and understanding of learned ideas.	Students' work shows carelessness and is of poor quality. There is little evidence of understanding.

Comments:

Name: _____

Section: _____

Date: _____

Graphic Design: Bakery Box Accessories Rubric

5-4	3-2	1
Student has made 3 successful accessories for their bakery box.	Student has made 2 successful accessories for their bakery box.	Student has made 1 successful accessory for their bakery box, though 2 may have been attempted.
Student's accessories provide a sophisticated sense of unity through the use of color, line, shape and design. Accessories greatly enhance the bakery box and help create a mood.	Student's accessories provide a good sense of unity through the use of color, line, shape and design. Accessories enhance the bakery box and somewhat help create a mood.	Student's accessories provide a little sense of unity through the use of color, line, shape and design. Accessories enhance the bakery box and somewhat help create a mood.
Student's accessory designs are quite complex and use a wide variety of tools. (6+)	Student's accessory designs are interesting and use a variety of tools. (4-5-).	Student's accessory designs are simple. A few tools were used. (1-3).
Student has used innovation, imagination and originality to create designs of high quality.	Student has used some imagination and originality to create designs.	Student has used little imaginary or originality to create designs.
		Total: /20

Name: _____

Section: _____

Date: _____

Graphic Design: Bakery Box Accessories Rubric

5-4	3-2	1
Student has made 3 successful accessories for their bakery box.	Student has made 2 successful accessories for their bakery box.	Student has made 1 successful accessory for their bakery box, though 2 may have been attempted.
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Student's accessory designs are quite complex and use a wide variety of tools. (6+)	Student's accessory designs are interesting and use a variety of tools. (4-5-).	Student's accessory designs are simple. A few tools were used. (1-3).
Student has used innovation, imagination and originality to create designs of high quality.	Student has used some imagination and originality to create designs.	Student has used little imaginary or originality to create designs.
		Total: /20

Graphic Design

Bakery Search Homework

As we are beginning our Bakery Box Design Unit, it is important that you have knowledge about what culinary delights are being created all over the world. Additionally, to create your own concept for a bakery shop, you need to brainstorm some ideas. Please complete the following searches before class on the dates below.

Part 1: FANTASTIC CAKES & COOKIES

Google image search the **following** and then try a few searches of your own based on this topic.

- Amazing Gingerbread Houses, (also try gingerbread castles, & buildings)
- Fancy Cakes (also try fancy wedding cakes)
- Chocolate Sculptures (also try chocolate art)
- Cake Sculptures
- Fancy Cookies



Save your **images (10 minimum)** in to a word document and write a brief summary of what you have learned on your searches. Additionally, pick out your **two favorite** finds and explain why you think they are special in your document. This will be graded on your variety of images and your effective communication.

Part 2: LOGOS:



Have some ideas? Great! Now find **5 bakery logos** via Google images that you think are inspiring, artistically pleasing and say something about the business they represent.

Paste these onto a word document (separate from the cakes & cookies search) and explain why you think they are successful in representing that particular bakery. This will also be graded on your variety of images and your effective communication.

You will begin this unit by creating your own logo based on a bakery concept. Please come to class prepared. 😊

Graphic Design Bakery Box Reflection

Name: _____

Please answer the following questions with FULL SENTENCES. Remember to be EFFECTIVE COMMUNICATORS and explain your ideas and COMPLEXING THINKING carefully.

Drop in the ISD- Student Data- Graphic Design- Graphic Design 2012- Your folder

FILE NAME:

nameGDboxreflection2012

1. Our goal was to design new marketing items for a company that was being crushed by a large international franchise so that they could compete and regain their business. Please explain how you feel your design will assist them in achieving this goal. What mood have you created? What does your design say about the company? Why should they choose your design for their new campaign instead of the designs of another team? Please back up your claims with examples. (8)
2. Please explain how you created your design and what tools you used. Also, why you made your choices. Make sure you consider your target demographic of high end customers in your explanation. (4)
3. Please tell me about the elements and principles of design you used and considered. Please be specific and tell me how your product works artistically. (4)