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

**Fairfield Basketball Shirt Logo**

**Objective:**

To design a Fairfield Basketball shirt logo that appeals to a variety of age groups. We are looking for something fun and colorful.

**Use your knowledge of:**

* Texture
* Economy
* Negative Space
* Movement (diagonals to indicate action)

**Document Size:** 8.5” x 11”

**Color:** 1-2 color design plus background color (the color of the tshirt)

**Text:** Fairfield Basketball (you can vary font, capitalization and placement)

**Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **A** | **B** | **C** | **D-F** |
| Design/ Color/ Negative Space | The overall design, color, and use of negative space create an interesting and balanced composition. | The overall design, color, and use of negative space create an interesting and mostly balanced composition. | The overall design, color, and use of negative space create a somewhat interesting and balanced composition. | The overall design, color, and use of negative space do not create an interesting and balanced composition. |
| Illustrator Technique | The pen tool was used properly to create detailed shapes. | The pen tool was mostly used properly to create detailed shapes. | The pen tool was used somewhat properly to create detailed shapes. | The pen tool was not used properly to create detailed shapes. |



