NHPgraphix

# Employee Status Report

## Employee information

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| Employee name |  | Employee ID |  |
| Department | Marketing | Manager | Meredyth Williams |
| Report start date | [Start date] | Report end date | [End date] |

## Action items

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| Action item | Due date | Status |
| **Criteria A - Inquiring and Analyzing***Research logo design and create a report for the Marketing Director* | **[Due date]** |  |
| * What types of ideas/features/details should you be researching to successfully create a lifestyle logo?
* Prioritize the areas to be researched from most important to least important?
* What did you learn during your research that will help you design?
* Describe the main features of an existing logo that inspires you?
* Explain the important features you envision for your logo.
* Explain how a logo will help a client.
* Use MLA Format to cite your research sources.
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| **Criteria B – Developing Ideas***Develop 6 rough/preliminary logos* | **[Due date]** |  |
| * Each rough logo must have a write up containing materials, software, measurements, etc…
* Choose one logo to be created as final artwork.
* Detail why this logo was picked as the final one. Include accurate drawings and list of requirements needed to create the chosen design.
* What factors, features, innovations, etc… do you think will make your final design successful and why?
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| **Criteria C – Creating the Solution***Plan and create your final logo* | **[Due date]** |  |
| * Create a timeline of your creation process. Timeline should include logical and efficient use of time and necessary materials.
* Create your final logo.
* A modification report of any modifications, problems, or changes to the timeline or final logo must be submitted to the Marketing Director. All changes must be justified.
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| **Criteria D – Evaluating***Testing the logo* | **[Due date]** |  |
| * During gallery walk, talk to other graphic artists. What did the artists do that was successful? What did they do that could be improved upon?
* Explain how successful your logo was using relevant and collected data.
* What could you do to improve you logo?
* What is the impact of a successful logo for a client?
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## Accomplishments

[Accomplishments]

## Concerns

[Concerns]

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| **Grade** | **Criteria A Rubric** |
| **0** | You do not create the necessary work |
| **1-2** | 1. You **state** the need for a solution to a problem.
2. You **state** **1 to 2 points** of research needed to develop a solution (with guidance)
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| **3-4** | 1. You **outline** the need for a solution
2. You **state 3 to 4 points** of research needed to create a solution (with guidance)
3. You **state** the major features of an existing product that inspires your solution
4. You **outline** some of the research findings
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| **5-6** | 1. You **explain and justify** the need for a solution
2. You **state and prioritize** at least **4 to 5 points** of research used to develop a solution
3. You **outline** the major features of an existing product that inspires your solution
4. You **describe** the research findings
 |
| **7-8** | 1. You explain and **justify** the solution
2. You **state** and **prioritize** the research used to develop a solution
3. You **describe** the major features of an existing product that inspires your solution
4. You present the research
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| **Grade** | **Criteria B Rubric** |
| **0** | You do not create the necessary work |
| **1-2** | 1. You list somedesign specifications for the design of the solution
2. You present one design idea, which can be interpreted by others
3. You create an incomplete planning drawing/diagram
 |
| **3-4** | 1. You **list** somedesign specifications, which relate to the success criteria for the design of the solution
2. You present a few feasible designs, using appropriate material(s), medium(s), or annotation, which can be interpreted by others
3. You **justify** the selection of the final design with reference to the design specifications
4. You create planning drawings/diagrams or lists of requirements for the creation of the chosen solution
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| **5-6** | 1. You develop design specifications, which **outline** the success criteria for the design of a solution
2. You present a few feasible designs, using appropriate material(s), medium(s), or annotation, which can be interpreted by others
3. You present the chosen design and **justify** its selection with reference to the design specification
4. You develop accurate planning drawings/diagrams and **list** requirements for the creation of the chosen solution
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| **7-8** | 1. You develop design specifications, which **explains** the success criteria for the design of a solution
2. You present a few feasible designs, using appropriate material(s), medium(s), or annotation, which can be interpreted by others
3. You present the chosen design and **justify**, fully and critically, its selection with detailed reference to the design specification
4. You develop accurate planning drawings/diagrams and **list** requirements for the creation of the chosen solution
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| **Grade** | **Criteria C Rubric** |
| **0** | You do not create the necessary work |
| **1-2** | 1. You **demonstrate minimal** technical skills when making the solution
2. You **create** the solution, which functions **poorly** and is presented **in an incomplete form**
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| **3-4** | 1. You **construct a plan** that contains some production details, resulting in peers having difficulty following the plan
2. You **demonstrate satisfactory** technical skills when making the solution
3. You **create** the solution, which **partially** functions and is **adequately** presented
4. You **outline** changes made to the chosen design and plan when making the solution
 |
| **5-6** | 1. You **construct a logical plan**, which considers time and resources, sufficient for peers to be able to follow to create the solution
2. You **demonstrate competent** technical skills when making the solution
3. You **create** the solution, which functions **as intended** and is presented **appropriately**
4. You **describe** changes made to the chosen design and plan when making the solution
 |
| **7-8** | 1. You **construct a detailed and logical plan**, which **describes** the efficient use of time and resources, sufficient for peers to be able to follow to create the solution
2. You **demonstrate excellent** technical skills when making the solution
3. You follow the plan to **create** the solution, which functions **as intended** and is presented **appropriately**
4. You fully **justify** changes made to the chosen design and plan when making the solution
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| **Grade** | **Criteria D Rubric** |
| **0** | You do not create the necessary work |
| **1-2** | 1. You define a testing method used to measure the success of your solution
2. You **state** the success of the solution
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| **3-4** | 1. You define a relevant test, which generates data, to measure the success of the solution
2. You **state** the success of the solution against the design based on one relevant test
3. You **state** one way the solution could be improved
4. You **state** one way the solution can impact the target audience
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| **5-6** | 1. You define a relevant testing methods, which generate data, to measure the success of the solution
2. You **state** the success of the solution against the design based on relevant testing
3. You **outline** one way the solution could be improved
4. You **outline** the impact of the solution on the target audience (with guidance)
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| **7-8** | 1. You **outline** simple, relevant testing methods, which generate data, to measure the success of the solution
2. You **outline** the success of the solution against the design based on authentic testing
3. You **outline** how the solution could be improved
4. You **outline** the impact of the solution on the target audience
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