



## Multicultural Night Logo Design Contest Rubric for K-12 ESL Students Only



**ALL SUBMISSIONS due to electronic school specific Multicultural Logo Contest Google Folder no later than Feb. 26, 2025. No exceptions.**

### Guidelines:

- Age-Appropriate Expectations Will Be Considered
- Seal of Biliteracy Committee Will Evaluate Submissions Holistically
- Use standard 8.5x11 paper
- Include student name, grade, and school
- Submissions must be original artwork
- Digital or hand-drawn designs accepted
- If selected, parent permission is required to use logo

Criteria	7 Points	6 Points	5 Points	4 Points	3 Points	2 Points	1 Point
<b>Design Quality</b>	Exceptionally clear, professional layout with perfect color balance and visual appeal	Very clear design with strong visual elements	Good design with clear visual intent	Satisfactory design with some visual coherence	Basic design with minimal visual impact	Minimal effort in design composition	Incomplete or poorly conceived design
<b>Creativity</b>	Highly original concept that uniquely represents multicultural diversity	Very creative approach with innovative elements	Creative design showing clear original thinking	Somewhat creative with basic original ideas	Limited creativity with standard imagery	Minimal creative effort	No evident creativity
<b>Inclusivity</b>	Represents multiple cultures seamlessly with respectful, balanced representation	Strong representation of cultural diversity	Good representation of different cultural elements	Moderate cultural representation	Limited cultural representation	Minimal cultural inclusivity	No cultural representation
<b>Technical Execution</b>	Perfectly executed with clean lines, precise details, age-appropriate complexity	Very clean and precise execution	Good technical skill demonstrated	Satisfactory technical skill	Basic technical ability	Limited technical skill	Poor technical execution