

Name: _____

Principles of Design Ad lastname_design	Level One	Level Two	Level Three	Level Four
Thinking	10 11	12 13	14 15	16 18 20
-conventions and use of informal balance effectively employed -conventions and use of gestalt effectively employed -conventions and use of emphasis and subordination effectively employed -visual and conceptual unity effectively employed				
Application	10 11	12 13	14 15	16 18 20
-overall design is visually cohesive and unified in its message to support the recognition, branding and sale of Lululemon products -message is unique and memorable				

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