COMMUNICATION & CONTENT

1) Do the graphic components used support the theme of peace?
2) Is the imagery clear and easy to interpret? Is it easy to interpret in a global context (universal)?
3) Are multiple symbols, interpretations or viewpoints of peace communicated &/or combined into a unified composition?
4) Does the logo maintain a connection to the Google branding in a respectful and clear way?
5) Are the text and images integrated or does one overpower the other?

PRODUCT, PROCESS & QUALITY

1) Is more than one element of art utilized in a way that shows understanding of meaning?
2) Is the image final presented without planning lines, ghosting or evidence of guides and unwanted revised line work?
3) Is the rendering (shading) and linework applied with care and control?
4) Is there consistency in image style throughout the graphic?
5) Are the ideas creative and/or unique in some/multiple ways: presentation, layout, style, symbol?

PROCESS

1) Is there evidence of the artistic process such as sketches, plans , partial ideas, finished ideas, lists, brainstorming, mind maps, research or reference images?