

# PROJECT RUBRIC

PROJECT: Minimalist ReDesign Poster Project					
NAME:	CLASS: Advanced Digital Media		PD:	DATE COMPLETED:	
Assignment / Problem	Extraordinary (100)	Excellent (90-99)	Adequate (80-89)	Needs Work (70-79)	No Effort (60-69)
<b>Use of Principles of Design</b> Did the student use the principles of design effectively? Is the work balanced? Aligned? Is there proper use of contrast and white space? Is there repetition, does everything go together? Is there a hierarchy of information?	<b>5</b> Mastery of design student used many principles effectively	<b>4</b> Design works well. Student used principles effectively	<b>3</b> Design is apparent, student used only a few principles effectively	<b>2</b> Design is basic, only minimal principles used or not used well	<b>1</b> Poor design No use of principles apparent. Elements placed on page at random
<b>Craftsmanship / Typography</b> Did the student pay attention to details and present neat, high quality professional work? Did he/she use the pen tool with careful accuracy? Did he/she take care to use tracking, kerning, and leading on their type?	<b>5</b> Extreme attention to details and exceptionally neat. All type is masterfully used and adjusted perfectly	<b>4</b> Showed attention to detail and adjusted type as needed	<b>3</b> Attempted to make work somewhat neat, some type could be better adjusted	<b>2</b> Low quality of work No attention to details. Type is not adjusted	<b>1</b> Poor quality of work, Type is not used effectively
<b>Creativity / Concept</b> Is the students' design solution successful? Did he/she create a strong concept that effectively conveys a message? Does it relate to or fit the intended audience, and/or the theme of the project? Would a passerby "get" it? Does it sell the product effectively?	<b>5</b> Mastery of creating a concept that is clever and unique. Successful design solution. Student thought outside the box!	<b>4</b> Effectively created a design solution that is appealing and meets the intended requirements	<b>3</b> Attempted to create a concept, may not relate to the intended audience or theme. Could have been more unique or creative	<b>2</b> Solution is apparent but does not effectively convey the intended message or may not relate to the subject/theme	<b>1</b> Did not fulfill the assignment. Design solution was not successful
<b>Growth Progress/Application of Knowledge</b> How has the student demonstrated what he/she has learned? Does his/her work reflect that he/she has understood and applied new knowledge?	<b>5</b> Has successfully internalized the lesson and used new knowledge effectively evident in their use of composition, Illustrator techniques and use of related tools	<b>4</b> Has shown an understanding of new knowledge and improvement apparent in their use of Illustrator techniques and use of tools	<b>3</b> Has shown some understanding and improvement from previous works, attempted to use Illustrator techniques effectively	<b>2</b> Has shown little improvement or understanding from new knowledge, did not use Illustrator techniques effectively	<b>1</b> Has shown no improvement or understanding of new knowledge
<b>Work Ethic/Effort</b> Did the student use their class time effectively to work on the project? Did they finish the project on or before the due date? Did the student waste time in class during studio days?	<b>5</b> Worked diligently every period and throughout every class. Always focused on the task and used the full class period effectively.	<b>4</b> Worked most of the time. Completed the project on time	<b>3</b> Student could have used class time more effectively. May have been off task periodically. May have been distracted on some days	<b>2</b> Student did not use class time effectively This lack of focus is apparent in the quality of their work.	<b>1</b> Student did not work during class time. No focus on the task at hand., Needs to use class time more effectively.
FINAL GRADE:					

## ARTIST STATEMENT RUBRIC

Assignment / Problem	Extraordinary (100)	Excellent (90-99)	Adequate (80-89)	Needs Work (70-79)	No Effort (60-69)
<b>Presentation / Craftsmanship</b> Did the student include their name, a title, date, and image of the work?	<b>5</b> Presented in a professional manner and/or of an extremely high quality.	<b>4</b> Presented well and includes all required information and details	<b>3</b> May be missing one required detail	<b>2</b> Basic presentation, may be missing more than one required detail	<b>1</b> Poor presentation, does not fulfil requirements
<b>Technical Description (WHAT)</b> Did the student write about WHAT they did? Including: Photoshop / Illustrator tools and techniques, Compositional Guidelines or Principles of Design, Cropping, Adjustments, Camera Settings, Filters, Manipulations, Choice of Typography, Layout, Colors, Line, etc.	<b>5</b> Has MASTERFULLY written about their technical description and process involved in creating this work	<b>4</b> Has SUCCESSFULLY written about their technical description and process involved in creating this work	<b>3</b> ATTEMPTED to write about their technical description and process involved in creating this work	<b>2</b> DID NOT EFFECTIVELY write about their technical description and process involved in creating this work	<b>1</b> DID NOT WRITE a technical description about their process
<b>Philisophical Desription (WHY)</b> Did the student write about WHY they made the choices that they did? This includes discussing the intended meaning or message that the artist is trying to visually communicate, the target audience, the effectiveness of their message, and/or their intentions in WHY they created this work.	<b>5</b> Has MASTERFULLY written about their intended meaning and message.	<b>4</b> Has SUCCESSFULLY written about their intended meaning and message.	<b>3</b> ATTEMPTED to write about about their intended meaning and message.	<b>2</b> DID NOT EFFECTIVELY write about their intended meaning and message.	<b>1</b> DID NOT WRITE about their intended meaning and message.
FINAL GRADE:					