|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| ­­Standard Criterion  | Essential Learning | Mastery | Proficient  | Emerging | Insufficient | No Evidence | Teacher Comments: why you did or did not achieve the level for each category? |
| **Pre- Production** |  |  |  |  |  |  |  |
| Understanding how to professionally develop visual and conceptual ideas through process and analysis according to common industry practices. | Properly citing anything that is not yours  | 4 | 3 | 2 | 1 | 0 |  |
| Gathering of appropriate images that pertain to each of their projects | 4 | 3 | 2 | 1 | 0 |  |
| **Production** |  |
| **DESIGN**Understanding how to incorporate composition, color, and typography to enhance overall purpose of the design. | Knowledge & Set-up for Appropriate design dimensionsWix Website layout easy to follow and flow from page to page | 4 | 3 | 2 | 1 | 0 |  |
| Visual organization of type face with in the overall design of the portfolio  | 4 | 3 | 2 | 1 | 0 |  |
| Visual organization of images with in the overall design of the portfolio  | 4 | 3 | 2 | 1 | 0 |  |
| Easy to use Navigation Menu | 4 | 3 | 2 | 1 | 0 |  |
| **Production** |  |  |  |  |  |  |  |
| **TECHNIQUE**Understanding how to professionally apply common industry tools, software, and equipment within a project setting.\* (includes tools, palletes, equipment used, explain process to complete the project, ext.) | Show Clear Images and Description of Photoshop Images | 4 | 3 | 2 | 1 | 0 |  |
| Showed Clear Image and Description of Final College Logo  | 4 | 3 | 2 | 1 | 0 |  |
| Showed Clear Image and Description of Final Vinyl Decal | 4 | 3 | 2 | 1 | 0 |  |
| Showed Clear Image and Description of Final Memo-Pad | 4 | 3 | 2 | 1 | 0 |  |
| Showed Clear Image and Description of Final Business Card | 4 | 3 | 2 | 1 | 0 |  |
| Showed Clear Image and Description of Final Screen-Printed image | 4 | 3 | 2 | 1 | 0 |  |
| **Post-Production/ Bindery** |  |
| Understanding of proper and safe equipment use and operation in order to complete the project in accordance to common industry practices. | Have Clear School appropriate web address | 4 | 3 | 2 | 1 | 0 |  |
| All Links Working Properly  | 4 | 3 | 2 | 1 | 0 |  |
| No Misspellings | 4 | 3 | 2 | 1 | 0 |  |
| Pre-Production: | **4** | **3** | **2** | **1** | **0** |  |
| Production Design: | **4** | **3** | **2** | **1** | **0** |  |
| Production Technique: | **4** | **3** | **2** | **1** | **0** |  |
| Post-Production/ Bindery: | **4** | **3** | **2** | **1** | **0** |  |
| Overall: | 4A | 3B | 2C | 1D | 0F |  |