|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| ­­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 complete sketch work and thumbnails  | 4 | 3 | 2 | 1 | 0 |  |
| Properly cite appropriate images | 4 | 3 | 2 | 1 | 0 |  |
| Gathering of appropriate images that pertain to the project concept | 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 dimensions (MUST INCLUDE: Name, Job Title, Logo/Company Name, Slogan, Address, Phone, Website, email) | 4 | 3 | 2 | 1 | 0 |  |
| Visual organization of type face with in the overall design of the project  | 4 | 3 | 2 | 1 | 0 |  |
| Visual organization of images with in the overall design of the project (Appropriate Tint Level when Necessary)  | 4 | 3 | 2 | 1 | 0 |  |
| Designed Images within Adobe Illustrator or Photoshop | 4 | 3 | 2 | 1 | 0 |  |
| **Production** |  |  |  |  |  |  |  |
| **TECHNIQUE**Understanding how to professionally apply common industry tools, software, and equipment within a project setting. | Using appropriate Tool & Palettes within Adobe InDesign  | 4 | 3 | 2 | 1 | 0 |  |
| Design Layout within Adobe InDesign  | 4 | 3 | 2 | 1 | 0 |  |
| Appropriate Test Print/ Proofs 8.5”x11” 1 up on a page | 4 | 3 | 2 | 1 | 0 |  |
| Print Setting correct when sent to the “Hold” on Digital Press | 4 | 3 | 2 | 1 | 0 |  |
| Operate your job on the Digital Press. | 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. | Safe Usage of Cutting Machine & Offset Press Work | 4 | 3 | 2 | 1 | 0 |  |
| Jogged Paper Correctly | 4 | 3 | 2 | 1 | 0 |  |
| Accurately Cut Business Cards to Size, disposed scrape paper properly  | 4 | 3 | 2 | 1 | 0 |  |
| Final Product Quality | 4 | 3 | 2 | 1 | 0 |  |
| All Elements of the Project are Turned in and in this order.(Assessment, Thumbnail/Rough Draft, Printed 8.5”x11” Proof, One Cut to Size Business Card.) | 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 |  |