|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| ­­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 | 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 | 4 | 3 | 2 | 1 | 0 |  |
| Design and Layout within Adobe Illustrator & 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 Illustrator (Tool Bar, Shape Tool, Reflect Tool, Rotate Tool, Color Palette, Stoke and Fill) | 4 | 3 | 2 | 1 | 0 |  |
| Using Pen Tool appropriately within Adobe Illustrator | 4 | 3 | 2 | 1 | 0 |  |
| Correct use of Layers for the Design Layout within Adobe Illustrator | 4 | 3 | 2 | 1 | 0 |  |
| Use of Pathfinder Pallete (Merging colors & separating into Layers) | 4 | 3 | 2 | 1 | 0 |  |
| Appropriate Test Print/ Proof | 4 | 3 | 2 | 1 | 0 |  |
| Proper use of Roland Versa Works | 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 Weeder, X-Acto Knife, Utility Knife | 4 | 3 | 2 | 1 | 0 |  |
| Used Proper Weeding Technique | 4 | 3 | 2 | 1 | 0 |  |
| Properly applies Application Tape (Top Coat) to Vinyl Decal | 4 | 3 | 2 | 1 | 0 |  |
| Properly Trapped Two Colors with a bitmapped image | 4 | 3 | 2 | 1 | 0 |  |
| Accurately Cutting Substrate to Appropriate Finished Size using Utility Knife and Tape Measure. Finished Size 12”x 12” | 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 Proof, Substrate w/ Vinyl Decal.) | 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: | 4  A | 3  B | 2  C | 1  D | 0  F |  |