|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| ­­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 |  |
| Incorporates necessary elements related to actual product (Fast Food Company Logo & Marketing Campaign Theme/Color) | 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 and 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 (Layers, Swatches, Pathfinder, Color Palettes) | 4 | 3 | 2 | 1 | 0 |  |
| Proper Placement of Edited Images from Adobe Photoshop into Adobe Illustrator | 4 | 3 | 2 | 1 | 0 |  |
| Correct use of Layers for the Design Layout/ Proper layer visibility  | 4 | 3 | 2 | 1 | 0 |  |
| Proper Placement of Design Elements  | 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. | Final Product resembles an official themed lunchbox production | 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, Assembled Lunch Box.) | 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 |  |