



Name: _____

	Exemplary	Proficient	Developing	Beginning
<p><u>Create:</u> Conceive and develop authentic ideas for themes and designs for final presentation. What will you add to your spreads to make it interesting to look at/stand out? How will you incorporate the overall theme of the yearbook into your spread?</p>	Demonstrates exceptional use of the steps necessary in the development of design work to inspire creativity and innovative thinking.	Effectively demonstrates use of the steps necessary in the development of design work to inspire creativity and innovative thinking.	Demonstrates minimal use of the steps necessary in the development of design work to inspire creativity and innovative thinking.	Did not use the steps necessary in the development of design work to inspire creativity and innovative thinking.
<p><u>Create:</u> Understand, select, and apply design practices, techniques, and processes. Photography composition- not blurry, in focus, no unwanted objects in the frame. Page layout/formatting. Color scheme/choices. Font .</p>	Demonstrates consistently exceptional acquisition of skills/ techniques through experimentation, practice, and persistence.	Demonstrates overall good acquisition of skills/ techniques through experimentation, practice, and persistence.	Demonstrates average acquisition of skills/ techniques through experimentation, practice, and persistence.	Demonstrates poor acquisition of skills/ techniques through experimentation, practice, and persistence.
<p><u>Create:</u> Complete and refine work, employing knowledge of craftsmanship, accountability, and the principles of art and design. Overall spread- are there errors? Was it done on time? Does it follow layout guidelines?</p>	Creation of exceptional quality work that effectively demonstrates attention to craftsmanship and the appropriate use of the principles of design. Work was completed and reviewed before the deadline date and contained no errors..	Creation of overall good quality work that somewhat demonstrates attention to craftsmanship and the appropriate use of the principles of design. Work was completed on time to meet the deadline and contained a few errors.	Creation of average quality work that minimally demonstrates attention to craftsmanship and the appropriate use of the principles of design. Work was completed, but was turned in late and contained numerous errors..	Creation of poor quality work that does not demonstrate attention to craftsmanship and the appropriate use of the principles of design. Work was incomplete and primarily contained errors.
<p><u>Respond:</u> Reflect upon and assess the characteristics and merits of their design work and the work of others. Editing. Providing constructive feedback. Small group critiques.</p>	Participation in class discussions include at least four insights, questions, opinions, and/or constructive feedback.	Participation in class discussions include three insights, questions, opinions, and/or constructive feedback.	Participation in class discussions include two insights, questions, opinions, and/or constructive feedback.	Participation in class discussions include one to zero insights, questions, opinions, and/or constructive feedback.
<p><u>Connect:</u> Determine connections between design, marketing, advertising, and other disciplines. Ad sales participation Advertising- poster creation, social media, etc.</p>	Understands the importance of advertisement and marketing in the distribution of design work and actively contributes to efforts necessary in the creation & distribution of design work.	Understands the importance of advertisement and marketing in the distribution of design work and somewhat contributes to efforts necessary in the creation and distribution of design work.	Somewhat understands the importance of advertisement and marketing in the distribution of design work and minimally contributes to efforts necessary in the creation and distribution of design work.	Does not seem to understand the importance of advertisement and marketing in the distribution of design work and makes no effort to contribute to efforts necessary in the creation and distribution of design work.

<p><i>Present:</i> Analyze, critique, and select design work for final presentation.</p> <p>Final spread submission to Josten's</p> <p>Importing final photographs to Josten's</p>	<p>Actively participates in discussions and decision-making processes which contribute to the development of design work for final presentation. A majority of contributions include <u>constructive</u> feedback/suggestions.</p>	<p>Participates in discussions and decision-making processes which contribute to the development of design work for final presentation. Some contributions include <u>constructive</u> feedback/suggestions.</p>	<p>Minimally participates in discussions and decision-making processes which contribute to the development of design work for final presentation. Contributions rarely consist of <u>constructive</u> feedback/suggestions.</p>	<p>Makes little to no attempt to participate in discussions and decision-making processes which contribute to the development of design work for final presentation.</p>
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