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| --- | --- | --- | --- | --- | --- |
|  | **10-9** | **8-6** | **5-3** | **0** | **Score** |
| **Creativity** | Images are original, creative, and interesting. Student worked to create something unique. | Images are well thought out but missing originality. | Images are not complete or not fully developed. | No creativity or uniqueness apparent. |  |
| **Theme** | The theme is very clear with an exemplary effort in color use, imagery and text to create an exciting and successful design. | The theme is clear and appropriate. Good use of color imagery and text to create an interesting and eye catching design. | The original theme is somewhat clear and appropriate. Some effort is shown with color, imagery, and text. | No clear theme and look is not appropriate to project. |  |
| **Use of Images** | High quality images.7-8 original images are included. Effectively created in Illustrator. No copy and paste. | Properly focused images, correct resolution. May need minor modifications. 5-6 original images are included. | Images slightly out of focus. Clear need for modifications needed. 3-4 original images are included. | Images are poorly done. Simplistic in design. Less than 3 original images are included. |  |
| **Spelling, Punctuation, & Grammar** | Exceptional proofreading. Very  few errors in spelling, punctuation and grammar. | Several errors occur throughout the presentation. | Numerous errors throughout the presentation. | No attempt was made to  complete this aspect of the project. |  |
| **Presentation** | Project presented in assigned required/desired format. Every  image is displayed cleanly and creatively with a caption or title for added context. All requirements are in place. | Most images displayed with a caption or title for added context.  Most requirements are in place,  missing one or 2 elements of presentation. | Not every image is displayed with a caption or title or presented in desired format. A few requirements may be missing. | Project presented poorly or not presented as required. You clearly are sending me a message that you do not care about the quality of your work. Several missing requirements. |  |
| **Meets Project Requirements** | Project fully meets or  exceeds requirements, fully demonstrates concepts/techniques required. | Project mostly meets  requirements and demonstrates concepts/techniques. | Shows evidence of some requirements, techniques/concepts. Some missing components. | Project shows no  evidence or minimal  evidence of requirements,  concepts and/or techniques  covered, or no project submitted. |  |
| **Interest / Emotion Response** | Powerful image(s). You capture a  moment or a subject perfectly.  The images speak for themselves. Image(s) create interest for the viewer. | Some very nice image(s) here.  Good, interesting images. The  captions/descriptions are needed on a few to add context. | Audience may need to read the  captions or descriptions to understand the context.  Image(s) are somewhat  interesting | These image(s) lacked creativity. They were one dimensional, uninteresting. |  |
| **Craftsmanship** | Project fully complete and of excellent quality. Exceeds required techniques. Goes beyond requirements. | Project is complete and neatly finished. Contains required techniques and elements. | Project is complete. Messy and poorly constructed. | Project is incomplete and sloppy. Evidences little effort or care. |  |
| **Use of Time** | Student used time wisely and efficiently to produce their project. Completed on time. | Student completed project on time but did not use time wisely. Did minimum required. | Student often off track.  Minimum effort apparent. Project late. | Student off track much of time. |  |
| **Description of Project** | Student provides a 2 paragraph description of their project. Explain details, theme, and tools / skills used to create the final product. | Student provides a 1.5 paragraph description of their project. Explain details, theme, and tools / skills used to create the final product. | Student provides a 1 paragraph description of their project. Explain details, theme, and tools / skills used to create the final product. | Student does not provide a written description of the project. |  |

**Final Exam – Adobe Illustrator**

For your final exam you may design a compilation of images using Adobe Illustrator. All images must be original and include some sort of typography. You must use the tools in Illustrator to create images, add captions, and present them in a way that demonstrates mastery of the Adobe Illustrator skills practiced in class. You must meet the expectations of the rubric below.