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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 Project – Adobe CC Illustrator**

For your final project you may design a compilation of images using Adobe CC 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 CC Illustrator skills practiced in class. You must meet the expectations of the rubric below.