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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. High quality images. Effectively created in Illustrator. No copy and paste | The theme is clear and appropriate. Good use of color imagery and text to create an interesting and eye catching design. Quality images. Effectively created in Illustrator. No copy and paste | The original theme is somewhat clear and appropriate. Some effort is shown with color, imagery, and text. Images slightly out of focus. Clear need for modifications needed | No clear theme and look is not appropriate to project. Images are poorly done. |  |
| **E-mail / Submission** | Project emailed to Mr. Philip with the following information: Student name, student phone number, student address, student grade level, and School name. | NA | NA | Project was not submitted via email with all required information to Mr. Philip |  |
| **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. T | Image(s) are somewhat  interesting | 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. |  |

**NAIAS Poster**

Your poster must include the following items: It must have an automotive/NANIA/Detroit theme. It must include the following copy – 2018 North American International Auto Show or 2018 NAIAS, Detroit, and Cobo Center. All posters must be printed out and emailed to Mr. Philip.