



## Commercial Art & Advertising Design ART Standard 500 Digital Imaging Rubric

CRITERIA	Exemplary (4 points)	Competent (3 points)	Basic (2 point)	Below Standards (1 points)
<b>Use of time &amp; Effort</b>	<p>Student shows effort and strives for best while working on their digital assignment.</p> <p>Shows efficient use of classroom lab time and additional work outside of lesson or assignment.</p>	<p>Student shows some effort while working on their digital assignment.</p> <p>Shows efficient use of classroom lab time and minimal work outside of lesson or assignment.</p>	<p>Student shows little effort while working on their digital assignment.</p> <p>Assignment was worked on during classroom lab time, but shows little or no effort .</p>	<p>Student shows little or no work during classroom lab or outside of class time.</p>
<b>Use of New Tools &amp; Techniques</b>	<p>Has an advanced &amp; knowledgeable understanding of current tool &amp; can indignantlly navigate the software.</p>	<p>Has the necessary understanding of software &amp; tools required for assignment.</p>	<p>Has a basic understanding of software &amp; tools required for assignment.</p>	<p>Needs better understanding of software &amp; tools required for assignment.</p>
<b>Skills &amp; Improvement</b>	<p>Student shows excellent knowledge of software and/or is showing extreme improvement from previous assignments.</p>	<p>Student has updated their skills or is showing some improvement from previous assignments.</p>	<p>Student has maintained skills and final result lacks precision.</p>	<p>No signs of Improvement or Not applying learned skills.</p>
<b>Creativity</b>	<p>Several of the graphic elements or images used in the project reflect an excellent degree of student creativity in their assignment.</p>	<p>Only a few of the graphic elements or images used in the project reflect student creativity in their assignment.</p>	<p>Graphic elements and images used in the project were made or customized by the student, but the ideas were typical not creative.</p>	<p>The student did not really make or customize any of the items in the project.</p> <p>Elements were too basic.</p>
<b>SPECS</b>	<p>The project reflects all the objectives of the lesson.</p> <p>Files were saved in the correct specifications (Size, Color mode, Resolution, File format).</p> <p>Deadline met.</p>	<p>Some objectives of the lesson were overlooked or not completed correctly.</p> <p>Files were saved but with mistakes in specifications</p> <p>Deadline met.</p>	<p>Majority of the objectives of the lesson were overlooked or not completed correctly.</p> <p>Files have mistakes in specifications making it impractical for final publication (print or web.)</p> <p>Missed deadline.</p>	<p>Project never submitted</p> <p>Missed deadline.</p>

**Total:** \_\_\_\_\_

**Comments:**