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| Standard | **VPA.1.3.12.D.1** - [Cumulative Progress Indicator] - Synthesize the elements of art and principles of design in an original portfolio of two- and three-dimensional artworks that reflects personal style and a high degree of technical proficiency and expressivity. |
| Unit | Packaging |
| 4Exceeded Standard | The Students will be able to:Independently create a package with a comprehensive design using all of the required elements and visually demonstrating understanding of using vector and raster elements together. Students will completely capture the essence of the product and go above and beyond the project requirements.  |
| 3Reached the Standard | The students will be able to:Understand how to combine both Photoshop raster elements and Illustrator vector elements to create a 3D design for a beverage label and a cereal box.  |
| 2Daily Targets | The students will be able to approach the target goal by:1. Create a 3D model of the package with the final design.
2. Print and cut out design with x-acto knife.
3. Deliver the concept visually.
4. Embed images.
5. Use Illustrator patterns and effects.
6. Use entire area of package for design.
7. Use the type tool to add text in appropriate places and with correct formatting.
8. Use Illustrator for vector elements.
9. Use Photoshop to combine or edit photos.
10. Develop a unique and eye-catching design concept.
11. Understand the use of a template.
12. Create, develop and use thumbnails.
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| 1 | With some help, the student has partial success with the unit content |
| 0 | Even with help, the student does not understand the content and cannot complete the tasks defined in the unit. |