

Rigorous Learning Goal/Scale

Computer Visual Arts - 1

Score 4:

*Additional Success with the complex content and concepts- inferences, novel applications
In addition to score 3.0 performance, the student demonstrates in-depth inferences and applications that go beyond what was taught*

Student makes no major errors or omissions regarding the score 4 content

Score 3:

*Mastery of complex content and concepts of learning goal
TARGET LEARNING GOAL: The student will*

- Acquire the knowledge necessary to build a professional portfolio and use this portfolio to perform freelance graphic design and advertising projects for real world clients

Student makes no major errors or omissions regarding the score 3 content

Score 2

*Success with simpler content - vocabulary, foundational skills
The student will recognize or recall specific vocabulary or basic content, such as:*

- Advertising vehicles, package design and typography

The students will perform basic skills or process, such as:

- Designing custom packaging layouts in Adobe Illustrator and creating advertisements on various advertising vehicles

Student makes no major errors or omissions regarding the score 2 content

Score 1

*Partial success with help
With help, student achieves partial success at score 2 content and/or score 3 content*

Score 0

*No success even with help
Even with help no success*