

Rigorous Learning Goal/Scale  
Computer Visual Arts - 2

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*

- Master the art of Typography and understand its relevance in the advertising world

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:*

- Typography, leading, kerning, baseline, fonts, etc.

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

- Designing custom fonts using vector art programs and creating advertisements with dynamic type

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*