**Graphics Engineering I**

**Collage Advertisement/Rubric Assessment**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class Period \_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Self-assess by completing the rubric below. Staple the collage & rubric together and place in our class drawer.***

**This assignment focused on SHS Academic Expectations:**

***4- Solve problems and complete tasks by reasoning critically and creatively.***

***5- Process information critically to become capable researchers.***

**1 2 3 4**

*Fail Below Standard Meets Standard Above Standard*

***You will be assessed in the following categories for this assignment. Fill in your 2 elements and 1 principle of design. Grade yourself on a scale of 0-4 in each category. You may add + or -.***

**Craftsmanship & Quality**- The advertisement is well planned and assembled. Images and text are neatly cut and adhered.

**1 2 3 4**

**Marketing Plan**- The student has come up with a *creative* marketing plan to get the viewer’s attention. The ad *promotes* the product/event in a positive way and *effectively* engages the viewer.

**1 2 3 4**

**Elements of Art** - The element listed below is dominant within the ad and clearly illustrated.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **1 2 3 4**

**Principles of Design** - The principle listed below is dominant within the ad and clearly illustrated

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **1 2 3 4**

Score: \_\_\_\_\_/16

Comments: