

MODULE TWO: WORKING WITH TEXT - PORTFOLIO RUBRIC

	Excellent (5-6)	Good (3-4)	Moderate (2)	Weak (1)
Technical Competence	The technical competence of the work is generally excellent ; The work demonstrates a solid use of the required technical skills. The artist demonstrates a superb skill level with applying design choices using the Pathfinder and Type tools. The technical aspects compliment the concepts in the work.	The work demonstrates good technical competence and use of Illustrator tools, yet technical aspects and the articulation of ideas do not always work together.	The work is somewhat uneven , but overall demonstrates emerging technical skills; the artist attempted techniques but with uneven success. <u>There may be missing work in this portfolio.</u> The lack of craftsmanship is somewhat distracting.	The work is generally awkward ; it demonstrates marginal technical competence and clumsy use of the Illustrator tools. There are many missing components of the portfolio. The student have failed to demonstrate knowledge of the required technical skills.
Experimentation with Illustrator Tools	The artist has successfully experimented with Type Tools and Pathfinder Tool. The artwork illustrates a breadth of exploration as a graphic design tool using Illustrator tools.	The work may show engagement with experimentation and/or risk taking, but with uneven success . Success may vary between pieces, but overall interesting experimentation with Illustrator tools.	The work may show <u>attempts</u> at experimentation and/or risk taking, but with limited success . Assignments were completed, but little student-directed experimentation with Illustrator as a design tool.	The works show little attempt at experimentation with Illustrator tools. There is missing work or experiments bares little success.
Creative Use of Principles of Design	Highly successful use of the principles of design in most works. The artist demonstrates a expressive use of <u>principles of design.</u>	The work shows a general use of the principles of design . Some success can be found in the artwork. <u>Design principles</u> have been explored, but with some uneven success.	The work show moderately successful use of the principles of design. There is a <u>limited scope of principles</u> of design.	Some awareness of elements of art are demonstrated, but there appears to be little understanding of the principles of design .
Decision Making	The work exhibits excellent, well-informed decision making and intention. It illustrates the student's knowledge of <u>how to use a wide range of Illustrator skills for manipulating images and text.</u> The decisions in the work are made with confidence .	The work shows some evidence of thoughtful decision making and intention. Technical aspects, confidence, and articulation of ideas are not always consistent .	Decision making is questionable. Although ideas may be strong, the technical aspects and execution of ideas are inconsistent.	The work appears to be unconsidered and lacks discernible intention. There is <u>little attempt to compose images.</u>

Reflection Questions:

1. Does your image look like the word it represents, if so, how? _____

2. What is your favorite part of your image/word? _____

3. Did you start with a base typeface & what was it? _____

4. What would you have done differently? _____

5. List 2 illustrator tools that you used to create this work. _____

6. List a principle of design you used in this work. _____
