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# CW High School

## Graphic Design

### 1. Research and Concepts (20.00%)

#### Learning Targets

1.1 I can generate and apply multiple types of examples of each of the elements of art to produce a visual examples in my portfolio/sketchbook.

Learning Target	Descriptor	Definition
4	Proficient	I can generate and apply multiple types of examples of each of the elements of art to produce a visual examples in my portfolio/sketchbook.
3	Developing	I can generate multiple types of unique interpretations of three to four elements of art.
2	Basic	I can identify only one or two elements of art.
1	Minimal	I can define the elements of art.
0	No Evidence	No evidence shown.

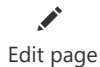
1.2 I can critique the designs of others based on the artist's use of the elements of art.

Learning Target	Descriptor	Definition
4	Proficient	I can critique the designs of others based on the artist's use of the elements of art.
3	Developing	I can point out the elements of art in a design piece.
2	Basic	I can identify the elements of art.
1	Minimal	I can define the elements of art
0	No Evidence	No evidence shown.

1.3 I can compare and contrast the work of two different designers and discuss it in a verbal and/or written art critiques with the class.

Learning Target	Descriptor	Definition
4	Proficient	I can compare and contrast the work of two different designers and discuss it in a verbal and/or written art critiques with the class.
3	Developing	I examine, in a written critique, how each of the elements of art can be used by designers in various ways
2	Basic	I can research two different influential designers from past and present.
1	Minimal	I can write about the elements of art I see in others designs.
0	No Evidence	No evidence shown.

### 2. Elements of Design (20.00%)



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## Graphic Design

### Learning Targets

2.1 I can produce several thumbnail sketches, rough drafts and produce a neatly executed comprehensive design illustrating "Line".

Learning Target	Descriptor	Definition
4	Proficient	I can produce several thumbnail sketches, rough drafts and produce a neatly executed comprehensive design illustrating "Line".
3	Developing	I can demonstrate how to make several different lines in a rough draft.
2	Basic	I can explain how to make different lines on a paper.
1	Minimal	I can define what a line is.
0	No Evidence	No evidence shown.

2.2 I can produce several thumbnail sketches, rough drafts and produce a neatly executed comprehensive design illustrating "Shape".


Learning Target	Descriptor	Definition
4	Proficient	I can produce several thumbnail sketches, rough drafts and produce a neatly executed comprehensive design illustrating "Shape".
3	Developing	I can demonstrate how to make several different shape compositions in a rough draft.
2	Basic	I can explain how to make different shapes on a paper.
1	Minimal	I can define what a shape is.
0	No Evidence	No evidence shown.

2.3 I can produce several thumbnail sketches, rough drafts and produce a neatly executed comprehensive design illustrating "Texture".

Learning Target	Descriptor	Definition
4	Proficient	I can produce several thumbnail sketches, rough drafts and produce a neatly executed comprehensive design illustrating "Texture".
3	Developing	I can demonstrate how to make several different texture compositions in a rough draft.
2	Basic	I can explain how to make different textures on a paper.
1	Minimal	I can define what a texture is.
0	No Evidence	No evidence shown.

2.4 I can produce several thumbnail sketches, rough drafts and produce a neatly executed comprehensive design illustrating "Color".

Learning Target	Descriptor	Definition
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## Graphic Design

Learning Target	Descriptor	Definition
4	Proficient	I can produce several thumbnail sketches, rough drafts and produce a neatly executed comprehensive design illustrating "Color".
3	Developing	I can demonstrate how to make several different color compositions in a rough draft.
2	Basic	I can explain how to make different color examples on a paper
1	Minimal	I can define what a color theory is.
0	No Evidence	No evidence shown.



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## Graphic Design

### 3. 2D Design Basics (15.00%)

#### Learning Targets

#### 3.1 I can create a successful composition in a drawing using Plato's Rule of Composition, Rule of Thirds or The Golden Mean.

Learning Target	Descriptor	Definition
4	Proficient	I can create a successful composition in a drawing using Plato's Rule of Composition, Rule of Thirds or The Golden Mean.
3	Developing	I can utilize Plato's Rule of Composition, Rule of Thirds and The Golden Mean in thumbnail sketches in my sketchbook.
2	Basic	I can identify Plato's Rule of Composition, Rule of Thirds and The Golden Mean in works of art.
1	Minimal	I can define composition, eye movement, and focal point, Plato's Rule of Composition, Rule of Thirds and The Golden Mean.
0	No Evidence	No evidence shown.

#### 3.2 I can create final project that demonstrates using points, lines and planes to express an emotion, sensation, or action word.

Learning Target	Descriptor	Definition
4	Proficient	I can create final project that demonstrates using points, lines and planes to express an emotion, sensation, or action word.
3	Developing	I can sketch different points, lines, planes that make up a design and create a rough draft.
2	Basic	I can identify different points, lines, planes that are present in the world around us.
1	Minimal	I can define: points, lines, planes
0	No Evidence	No evidence shown.

#### 3.3 I can create final project that demonstrates using different color models and relationships between color to build a color palette based on media's use of color to establish a theme or help tell a story.

Learning Target	Descriptor	Definition
4	Proficient	I can create final project that demonstrates using different color models and relationships between color to build a color palette based on media's use of color to establish a theme or help tell a story.
3	Developing	I can sketch different ideas that demonstrate using images of Gestalt Compositions.
2	Basic	I can identify analyze the use of Gestalt theory and visual principles in my daily life.
1	Minimal	I can define the Color Theory,
0	No Evidence	No evidence shown.



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## Graphic Design

### 4. Design Process (15.00%)

#### Learning Targets

#### 4.1 I can explore, analyze and formulate a presented solution to a new creative solution to a presented problem.

Learning Target	Descriptor	Definition
4	Proficient	I can explore, analyze and formulate a presented solution to a new creative solution to a presented problem.
3	Developing	I can sketch different ideas that demonstrate a creative solution to a given problem.
2	Basic	I can identify a presented design problem.
1	Minimal	I can define: Visual Hierarchy.
0	No Evidence	No evidence shown.


#### 4.2 I can create a mood board exemplifying a hypothetical company's potential clientele.

Learning Target	Descriptor	Definition
4	Proficient	I can create a mood board exemplifying a hypothetical company's potential clientele.
3	Developing	I can demonstrate how to utilize the design process to explore methods of observation, research and experimentation.
2	Basic	I can identify inquiry methods of observation, research, and experimentation to explore unfamiliar subjects through the design process.
1	Minimal	I can define Aphorism, Clientele, Culminate, Hypothetical, Mood Board, and Target Audience.
0	No Evidence	No evidence shown.

#### 4.3 I can create questions, lists and a mind map in an effort to generate more specific ideas.

Learning Target	Descriptor	Definition
4	Proficient	I can create questions, lists and a mind map in an effort to generate more specific ideas.
3	Developing	I can create questions, lists and a mind map in an effort to generate more specific ideas.
2	Basic	I can strategize idea generating methods in an effort to come up with more unique ideas and create thumbnails from them.
1	Minimal	I can identify and evaluate types of contextual information useful in generating lots of ideas.
0	No Evidence	No evidence shown.

#### 4.4 I can create three useful logos for a hypothetical company


  
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## Graphic Design

Learning Target	Descriptor	Definition
4	Proficient	I can create three useful logos for a hypothetical company
3	Developing	I can create thumbnail sketches and evaluate the effectiveness of my design to influence ideas, feelings and behavior.
2	Basic	I can identify and evaluate types of information useful to the design process.
1	Minimal	I can define the terms: Bias, Analyze, Iteration, Logo, Prudent, Stereotype.
0	No Evidence	No evidence shown.

#### 4.5 I can critique in order to meet appropriate project goals and visions and create a final composition for presentation.

Learning Target	Descriptor	Definition
4	Proficient	I can critique in order to meet appropriate project goals and visions and create a final composition for presentation.
3	Developing	I can analyze five rough sketches and refine them.
2	Basic	I can identify five unique ideas that communicate well.
1	Minimal	I can define constructive criticism, critique.
0	No Evidence	No evidence shown.

#### 4.6 I can create and implement a created brand to my own hypothetical company.

Learning Target	Descriptor	Definition
4	Proficient	I can create and implement a created brand to my own hypothetical company.
3	Developing	I can apply inquiry methods of observation and research through the design process to create a Company Brand.
2	Basic	I can identify utilize inquiry methods of observation and research through the design process.
1	Minimal	I can define Brand, Holistic, Impetus, Implementation, Springboard and Ubiquitous.
0	No Evidence	No evidence shown.



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## Graphic Design

### 5. Typography (10.00%)

#### Learning Targets

##### 5.1 I can critique and evaluate a completed typographic design.


Learning Target	Descriptor	Definition
4	Proficient	I can critique and evaluate a completed typographic design.
3	Developing	I can apply the elements and principles of design to real life problems.
2	Basic	I can identify experiences or products that need redesign and explain the effects of functional typography
1	Minimal	I can define kerning, character, font, and typography.
0	No Evidence	No evidence shown.

##### 5.2 I can create a font demonstrating the use of script typefaces.

Learning Target	Descriptor	Definition
4	Proficient	I can create a font demonstrating the use of script typefaces.
3	Developing	can apply the elements and principles of design and critically evaluate a completed design.
2	Basic	I can identify serif, sans serif, slab serif, and script typefaces and explain the effect of functional typography.
1	Minimal	I can define serif, sans serif, slab serif, and script typefaces.
0	No Evidence	No evidence shown.

##### 5.3 I can create a final typeset poem, designing a visual hierarchy and pairing different fonts.

Learning Target	Descriptor	Definition
4	Proficient	I can create a final typeset poem, designing a visual hierarchy and pairing different fonts.
3	Developing	I can sketch thumbnails sketches on paper to analyze a layout for my final project.
2	Basic	I can choose a poem to typeset and design for my project.
1	Minimal	I can define, Hierarchy and Font Pairing.
0	No Evidence	No evidence shown.



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## Graphic Design

### 6. Portfolio (20.00%)

#### Learning Targets

6.1 I can demonstrate inquiry through art and design and development of materials, processes, and ideas over the course of a trimester.

Learning Target	Descriptor	Definition
4	Proficient	I can demonstrate inquiry through art and design and development of materials, processes, and ideas over the course of a trimester.
3	Developing	I can display my artwork, process, and reflections in a portfolio format.
2	Basic	I can utilize artistic vocabulary when communicating in my portfolio.
1	Minimal	I can create a written plan on how to organize my portfolio.
0	No Evidence	No evidence shown.

Submitted on 7/31/2021 by