Design Final Independent Project

Name: Cycle:

Partner(s):

Topic:

Level 4 90-100	**Demonstrates high competency in an area of Design, skillfully employing a creative process to make designs that in form and content engage and persuade an audience. We are seeing something that is fully resolved and potent in concept and form.** This happened through: - Meeting or Exceeding <u>all</u> of the Level 3 criteria - This design is ambitious and potent in form and concept, engaging a critical audience in a new or otherwise dynamic way.
Level 3 80	**Through a creative process, aesthetic form, content, and technical capacity you can create designs that engage and persuade an audience. The design effectively uses new media to achieve its objectives.** **Planning Process:** • There is clear evidence of a rigorous creative process as evident in a range of sketches (thumbnails, experiments and drafts) created specifically for this project. • At least three different ideas have been explored. • There is clear evidence that the chosen idea has been explored in at least three different possible ways. • **A design brief addresses all of the key issues that is relevant to communicating and successfully executing a design concept submitted within 3 days.** • If working in a partnership or group, there is a journal or inventory of what each person is contributing and their contributions are clearly equitable. **Product:** **Creativity /Meaning** • Then concept is innovative or creative, clearly a product of your insights & subsequently engaging a critical audience. It is meaningful. It is clear to understand • The media and composition (elements and principles of design) are activated to reflect and support the work's intent **Aesthetics** • The design models a high skill levels in crafting -- with concern for excellence in clarity of a persuasive idea • Aesthetics & Design Composition: audience eye movement & principles & elements are all well considered for their persuasive potential • There is evidence that the persuasive strategy of branding is being considered and used. • Font choices are appropriately selected for their persuasive potential • A coherent colour palette is being used and they reinforce the design's intent. • The artist shows commitment to their project. There is evidence of ambition and rigor in the process & product. **Technology Skills** • The technologies used are appropriate for the design concept • The technologies were used effectively and skillfully. **Perceiving & Responding:** • The student has reflected on the intent, meaning and relevance of their art work as evident in critically considered written reflection • Makes meaningful contributions in critiques, involving analysis and critical judgments.

Level 2 60	The design demonstrates basic competency in the art of persuasion. Core skills and sensitivities are modeled. The following factors may apply… **Planning Process:** • There are some preliminary sketches **Product:** • The Concept is clear and somewhat innovative. The design retains some level of meaning. • The forms are described in a general way. • The design models a fair skill level. • Care and respect for the concept and media are modeled • The elements of art and principles of design were used in a way that appears to consider their communicative and persuasive potential • The design is near or complete. The full frame has been activated with a full range of colour or value. **Perceiving and Responding:** • Basic descriptive reflection responses are made • Participates in critiques chiefly when prompted and sticks mainly to descriptive analysis.
Level 1 40	Some of the criteria of level 2 were achieved, though key aspects were missing. The following factors may apply… **Planning:** • There is little to no evidence of preliminary sketches /planning **Product:** • The concept is vague, misguided or cliché • Elements and principles appear unconsidered **Perceiving & Responding:** • No reflection was submitted • Doesn't participate in critiques, even when prompted

Comment on the contributions you made to your project:

Comment on the contributions your partner made towards this project: