

# Media Power

Name:  
Partner(s):  
Topic:

Cycle:

<p><b>Level 4</b> <b>90-100</b> <b>MASTERY</b></p>	<p><b>Demonstrates high competency in the art of persuasion through visual texts. We are seeing something that is fully resolved and potent in concept and form.</b></p> <p>This happened through:</p> <ul style="list-style-type: none"> <li>- Meeting or Exceeding <u>all</u> of the Level 3 criteria</li> <li>- This design is ambitious and potent in form and concept, engaging a critical audience in a new or otherwise dynamic way.</li> </ul>									
<p><b>Level 3 /80</b> <b>MEETS GOALS</b></p> <table border="1" data-bbox="240 680 461 1848"> <thead> <tr> <th>Stud</th> <th>Peer</th> <th>Teacher</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><input checked="" type="checkbox"/></td> <td style="text-align: center;"><b>/4</b></td> </tr> <tr> <td colspan="3" style="height: 100px;"></td> </tr> </tbody> </table>	Stud	Peer	Teacher	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<b>/4</b>				<p><b>You have used a rigorous creative process that results in a persuasive design that engages a critical audience. The design effectively uses new media to achieve its objectives.</b></p> <p><b>Planning Process</b> (<i>We need to see the evidence for each</i>): <i>A creative process was applied as evident in a range of sketches (thumbnails, experiments, notes and drafts) created specifically for this project.</i></p> <ul style="list-style-type: none"> <li>• At least three <b>different ideas</b> have been explored</li> <li>• The <b>chosen idea's execution has been explored</b> in at least 3 different ways.</li> <li>• A <b>design brief</b> addresses all of the key issues that is relevant to communicating and successfully executing a design concept</li> <li>• If working in a <b>partnership or team, each person keeps a journal</b> or inventory of what each of you did each day towards completing this project. (<i>each person is assessed based on the work you claimed to have done in this journal.</i>)</li> </ul> <p><b>Product:</b> <b>The Idea has these properties:</b></p> <ul style="list-style-type: none"> <li>• <b>Clarity:</b> I get it! Its simple but clever.</li> <li>• Then <b>idea is original, innovative,</b> or unique.</li> <li>• Your <b>target audience</b> is specific and clear and you should persuade them with this design.</li> <li>• You used the <b>right media</b> for this idea.</li> </ul> <p><b>The Look / Feel models:</b></p> <ul style="list-style-type: none"> <li>• <b>Simplicity.</b> You value simplicity and clarity. Key elements are aligned and no distracting elements are present.</li> <li>• <b>Originality.</b> Form and content (images) are created or legally sourced.</li> <li>• You show a considered use of the <b>elements of art and principles of design</b> to attract and steer your audience's eye. If a video, you controlled the camera angles as well as the <b>audio and visual tempo</b> to enhance your message or mood.</li> <li>• <b>Branding</b> strategies are being considered and used.</li> <li>• <b>Font</b> choices are appropriately selected for their persuasive potential</li> <li>• A coherent <b>colour palette</b> is being used and they reinforce the design's intent.</li> <li>• The design can claim some <b>authority from its thorough and consistent treatment.</b> The artist <b>shows commitment</b> to their project.</li> </ul> <p><b>Technology Skills</b></p> <ul style="list-style-type: none"> <li>• The technologies used are appropriate for the design concept</li> <li>• The technologies were used effectively and skillfully.</li> <li>• You <b>skillfully crafted</b> a design. No glitches remain.</li> </ul> <p><b>Perceiving &amp; Responding:</b></p> <ul style="list-style-type: none"> <li>• You have clearly reflected on the intent, meaning and relevance of your design work as evident in a thoughtfully considered written reflection</li> <li>• Makes meaningful contributions in critiques, involving analysis and critical judgments.</li> </ul>
Stud	Peer	Teacher								
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<b>/4</b>								

<p><b>Level 2 60</b></p>	<p><b>The design demonstrates basic competency in the art of persuasion. Core skills and sensitivities are modeled. The following factors may apply...</b></p> <p><b>Planning Process:</b></p> <ul style="list-style-type: none"> <li>• There are some preliminary sketches</li> </ul> <p><b>Product:</b></p> <ul style="list-style-type: none"> <li>• The Concept is clear and somewhat innovative. The design retains some level of meaning.</li> <li>• The forms are described in a general way.</li> <li>• The design models a fair skill level.</li> <li>• Care and respect for the concept and media are modeled</li> <li>• The elements of art and principles of design were used in a way that appears to consider their communicative and persuasive potential</li> <li>• The design is complete. The full frame has been activated with a full range of colour or value.</li> </ul> <p><b>Perceiving and Responding:</b></p> <ul style="list-style-type: none"> <li>• Basic descriptive reflection responses are made</li> <li>• Participates in critiques chiefly when prompted and sticks mainly to descriptive analysis.</li> </ul>
<p><b>Level 1 40</b></p>	<p><b>Some of the criteria of level 2 were achieved, though key aspects were missing. The following factors may apply...</b></p> <p><b>Planning:</b></p> <ul style="list-style-type: none"> <li>• There is little to no evidence of preliminary sketches /planning</li> </ul> <p><b>Product:</b></p> <ul style="list-style-type: none"> <li>• The concept is vague, misguided or cliché</li> <li>• Elements and principles appear unconsidered</li> </ul> <p><b>Perceiving &amp; Responding:</b></p> <ul style="list-style-type: none"> <li>• No reflection was submitted</li> <li>• Doesn't participate in critiques, even when prompted</li> </ul>

Comment on the contributions you made to your project:

Comment on the contributions your partner made towards this project: