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|  | Exceeds Standard 20 | Meets Standard 17 | Needs Improvement 14 | Incomplete 10 |
| **Perform:**ART.VA.I.8.5 Effectively produce and exhibit a final product that demonstrates quality craftsmanship and technique. | The Poster catches the viewer’s attention perfectly. | The Poster catches the viewer’s attention. | The Poster may catch my attention but feels too busy or empty. | The Poster doesn’t catch the viewer’s attention. |
| **Perform MI Standard VA1** Understand the varying qualities of materials, techniques,  media technology, and processes at an emerging level. | Student intentionally uses Photoshop to show a true mastery in every choice they made. They are clearly able to use filters, text tool, selection tools, styles, layer and text effects and gradient tools among others to design a strong poster. | Student intentionally uses Photoshop very well. They are mostly able to use filters, text tool, selection tools, styles, layer and text effects and gradient tools among others to design a strong poster but in 1 area they made a Photoshop mistake. | Student uses Photoshop pretty well. They are sort of able to use filters, text tool, selection tools, styles, layer and text effects and gradient tools among others to design a strong poster but in 2-3 area they made a Photoshop mistake. | Student doesn’t show an understanding of Photoshop. They are not able to use filters, text tool, selection tools, styles, layer and text effects and gradient tools among others to design a strong poster. |
| **Perform:**ART.VA.I.8.5 Effectively produce and exhibit a final product that demonstrates quality craftsmanship and technique. | The poster holds the viewer’s attention for at least 30 seconds without feeling overwhelming. | The poster holds the viewer’s attention for at least 30 seconds but may feel overwhelming. | There is not enough visual interest to hold the viewer’s attention. | The artist did not complete a poster design that seemed to think about how they would hold a viewer’s attention for 30 seconds.. |
| **Perform:**ART.VA.I.8.5 Effectively produce and exhibit a final product that demonstrates quality craftsmanship and technique. | The Poster clearly communicates the needed information without feeling like I am reading too much information. The text acts as an information source as well as a design element | The Poster clearly communicates the needed information. | The Poster does not clearly communicate the needed information the viewer is found reading too much information and/or the information is difficult to read | The Poster did  Clearly communicate  The important  information |
| **Work habits** | The student worked the entire hour each day through the project to create a piece of art that shows focus, care and consistency | The student worked most of the hour each day through the project to create a piece of art that shows focus, care and consistency | The student worked but much of the hour was spent socializing | The student spent most of the hour socializing and/or off task |
| **Comments:** |  |  |  |  |