MEDIA ARTS

**FINAL ASSESSMENT**

**ADOBE ILLUSTRATOR**

**STUDENT NAME**

**LOGO TITLE:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Summarize the critical feedback and responses you received during the critical feedback sessions we had with both Media Arts classes. What did you do to rectify or acknowledge that feedback?

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Describe your greatest challenge while creating this logo, and what was your solution to that challenge?

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What are your reflections and lessons learned after the completion of this logo?

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Using the following chart, an “X” has been place in the boxes of the *elements and principles* of design and media arts you will be utilizing for this logo. **For each element/ principle selected, please state a ONE to TWO sentence explanation of how it is demonstrated in your logo.**

|  |  |  |
| --- | --- | --- |
| **Element of Design** | **Selected** | **1-2 sentence explanation** |
| Line |  |  |
| Shape |  |  |
| Form |  |  |
| Colour | x |  |
| Value |  |  |
| Texture |  |  |
| Space | x |  |
|  |  |  |
| **Principles of Design** |  |  |
| Pattern |  |  |
| Contrast |  |  |
| Emphasis |  |  |
| Balance | x |  |
| Scale |  |  |
| Harmony |  |  |
| Rhythm/ Movement |  |  |
| Unity | x |  |
| Variety |  |  |
| Alignment | x |  |
| **Principles of Media Arts** |  |  |
| Duration |  |  |
| Hybridization |  |  |
| Interactivity |  |  |
| Point of View | X |  |

**LOGO**

TITLE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ADOBE ILLUSTRATOR – LOGO ASSIGNMENT**

**STUDENT NAME:**

**WEIGHT 1**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CATEGORY | LEVEL 1 | LEVEL 2 | LEVEL 3 | LEVEL 4 |
| Knowledge | The **elements and principles of design** are used with very little understanding. | The **elements and principles of design** are used with some understanding. | The **elements and principles of design** are used with good understanding. | The **elements and principles of design** are used with exceptional understanding. |
| Thinking | The **documentation of the creative process** is incomplete and shows poor evidence meaningful progression. | The **documentation of the creative process** is incomplete and shows some evidence meaningful progression. | The **documentation of the creative process** is complete and shows good evidence meaningful progression. | The **documentation of the creative process** is complete and shows exceptional evidence meaningful progression. |
| Communication | **Written justification** of design elements or principles is unprofessional, unclear, and not accurate. | **Written justification** of design elements or principles is somewhat professional, clear, and accurate. | **Written justification** of design elements or principles is professional, clear, and accurate. | **Written justification** of design elements or principles is exceptionally professional, clear, and accurate. |
| Application | **The logo** is lacking in creativity, relevance and design. | **The logo** is somewhat creative, related and well designed. | **The logo** is creative, related and well designed. | **The logo** is exceptionally creative, related and well designed. |

COMMENTS: