Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period \_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_

Doodle4Google Final Rubric

**Design/Imagery 20Pts.: Standard 3: Invent and Discover to Create**

\_\_\_\_ **20+:** Able to independently create an original design and original images rivaling a doodler’s work.

\_\_\_\_ **18-20:** Able to demonstrate clean, well-designed original imagery with attention to composition

­­­\_\_\_\_ **14-18:** Able to demonstrate limited understanding of how to create original visual design. Borrows other’s work with editing.

\_\_\_\_ **<14:** Needs significant teacher support to demonstrate basic skills

**Design Concept 20pts: Standard 3: Invent and Discover to Create**

\_\_\_\_ **20+:** Creative demonstration of representing the theme “making the world a better place”.

\_\_\_\_ **18-20:** Able to demonstrate proficient representation of the theme.

­­­\_\_\_\_ **14-18:** Doodle lacking obvious message relating to the theme. The purpose is unclear.

\_\_\_\_ **<14:** Unable to demonstrate understanding of concept without significant support

**Image and text:** **20pts: Standard 3: Invent and Discover to Create**

\_\_\_\_ **20+:** Able to independently and creatively show text and imagery interaction

\_\_\_\_ **18-20:** Text and imagery interact on a proficient, but not exceptionally creative scale.

­­­\_\_\_\_ **14-18:** Text and imagery do not interact well together. They look separate and unrelated.

\_\_\_\_ **<14:** Unable to demonstrate proper image and text combinations. Doodle feels incomplete.

**InDesign/Photoshop/Illustrator Skills 20pts: Standard 4: Relate and Connect to Transfer**

\_\_\_\_ **20+:** Able to creatively and appropriately create a flag using a variety of Adobe programs.

\_\_\_\_ **18-20:** Uses Adobe programs to effectively balance imagery and text.

­­­\_\_\_\_ **14-18:** Limited understanding of programs. Only basic skills are applied.

\_\_\_\_ **<14:** No evidence of digital editing skills

**Artist Statement:** **Standard 4: Relate and Connect to Transfer**

\_\_\_\_ **20+:** Able to communicate effectively and creatively about process and concept

\_\_\_\_ **18-20:** Demonstrates ability to reflect on creative process and explain design concepts in paragraph form

­­­\_\_\_\_ **14-18:** Limited ability to reflect on process and design. (Follows only *some* prompts, not in paragraph form, etc.)

\_\_\_\_ **<14:** Unable to respond to prompts in a meaningful way

\_\_\_\_\_\_\_\_\_\_\_ /100 Total Points

\_\_\_\_\_\_\_\_\_\_\_/Final Grade