**Mini Project:** Advertisement

Mini projects are worth a total of 30% of the Art Fundamentals grade. These projects are done in a group as a precursor to independent projects and build technical skill or understanding of media.

**Goal:** Explore color theory through a color schemes and color wheel worksheet, apply the knowledge of color theory and typography to marketing and advertisement to create a beverage label.

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|  | Mastery5 | Proficiency4 | Developing3 | Emerging2 | Unfinished1 |
| Product/PerformanceSkills & Techniques**Color Theory WS** | Color Theory WS is completed correctly  | Color Theory exercises are completed and mostly correct | Color Theory exercises are completed but mostly incorrect | Color Theory WS is partially completed, mostly incorrect | Color Theory WS is not completed at all or in color |
| Product/PerformanceSkills & Techniques**Color Theory** | Colors used match the branding using a color scheme  | Student attempts to use a color scheme in artwork | Color scheme used does not match the theme of the image | Artwork does not show a color scheme  | Student does not color the final image at all |
| Product/PerformanceSkills & Techniques**Typography** | Lettering style is unique and consistent with the theme | Lettering is unique but inconsistent or unmatched | Lettering is sporadic or own handwriting doesn’t fit size | Lettering style is student’s own handwriting  | Lettering is sloppily or loosely written |
| Product/PerformanceQuality | Craft & care are exceptional for WS & Project | Craft & care are evident on WS & Project  | Craft and care is lacking on WS and Project | Minimal care and craft on WS and Project | Craft and care are not evident on WS or Project  |
| 21st Century SkillsCreativity**Final Image** | Goes beyond instruction to create a unique and complex design | Completes final Ad according to required goals of design (above) | Student creates simple drawing using one of the techniques described  |  Student creates a drawing of object that is unrecognizable or too simple |  Student does not create a final drawing of their image on 9 x12 paper |
| 21st Century SkillsProblem Solving | Works respectfully with peers & teacher to develop art independently | Respectful with peers & teacher to develop art co-dependently | Works positively with others after prompting from teacher or others | Minimally engaged with others & class in the creation of artwork | Is disrespectful to or disengaged from others while creating |

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Student Comments:

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Teacher Comments:

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