**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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Mastery  5 | Proficiency  4 | Developing  3 | Emerging  2 | Unfinished  1 |
| Product/Performance  Skills & 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/Performance  Skills & 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/Performance  Skills & 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/Performance  Quality | 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 Skills  Creativity  **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 Skills  Problem 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 |

\_\_\_\_\_ / 30

\_\_\_\_\_\_\_\_ %

Student Comments:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Teacher Comments:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_