

Assessment Rubric: Zombie Movie Poster

	LEVEL 5 - 6	LEVEL 3 - 4	LEVEL 1 - 2
I N V E S T I G A T E	<p>I have clearly re-written the Design Brief in my own words with mention of the intended market.</p> <p>I have a complete Product Analysis with relevant annotation and then evaluated research against the specification.</p>	<p>I have clearly re-written the Design Brief in my own words.</p> <p>I have written relevant guiding questions.</p> <p>I have a complete Product Analysis with relevant annotation.</p> <p>I have written a Specification with clear and relevant points that demonstrate a good understanding of the problem.</p>	<p>I have written a Design brief.</p> <p>I have written a guiding question.</p> <p>I have attempted some product analysis</p>
D E S I G N	<p>I completed 4 designs of good quality with annotation, each evaluated against the specification.</p> <p>I justified the chosen design and critically evaluated against the design specification.</p>	<p>I completed 4 designs of good quality with annotation and justified my chosen one.</p> <p>I evaluated my design against the design specification.</p>	<p>I completed less than four poster designs and with some attempt to justify against the specification.</p>
P L A N	<p>I produced a tutorial containing a number of detailed, logical steps with relevant screen shots that described new Photoshop skills, time allocation and that could be followed by others.</p> <p>I critically evaluated and justified any modifications to my design.</p>	<p>I produced a tutorial containing a number of logical steps that include resources and time.</p> <p>I made some attempt to evaluate the tutorial.</p>	<p>I produced a tutorial with some details of steps and/or resources required.</p>
C R E A T E	<p>I competently used appropriate PhotoShop techniques.</p> <p>I followed a plan and justified any modifications.</p> <p>I used screen shots from PhotoShop to highlight steps in my process Journal</p> <p>I created a poster of appropriate quality with innovation. (New PhotoShop skills)</p>	<p>I used the PhotoShop techniques as shown.</p> <p>I used screen shots from PhotoShop to highlight steps in my process Journal.</p> <p>I created a poster of satisfactory quality.</p>	<p>I considered a plan and created a poster.</p> <p>I followed the teacher's instructions.</p>

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E V A L U A T E	<p>I gauged the success of my poster and evaluated objectively based on the results of testing and views of intended users.</p> <p>I produced an evaluation at each stage of design cycle, suggesting improvements.</p> <p>I insightfully evaluated the AOI and clearly demonstrated an understanding of their relevance.</p>	<p>I evaluated my poster and own performance, suggesting what could be improved.</p> <p>I tested my poster on the target audience and evaluated against the design specification.</p> <p>I evaluated my use of the design cycle with insight.</p> <p>I evaluated the AOI.</p>	<p>I evaluated my poster or my own performance.</p> <p>I made some attempt to test my product/solution.</p>
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MYP TECHNOLOGY YEAR 2.

“Zombie Movie Poster” PROJECT

[Information] [Systems]

Unit questions:

“What is Desktop Publishing?”

“How are movie posters designed for maximum impact?” (HI)

Context:

The Zombie Movie Poster project will introduce Technology students to the Adobe Creative Suite. They will be introduced to basic photograph manipulation, raster graphics, desktop publishing and poster design and layout.

Task:

The famous zombie movie director, George A Romero, is making a new zombie epic “Year of the Living Dead”. The film production company is looking to cast actors for the lead rolls. Your task is to design a promotional movie poster for the new movie with actors or celebrities of your choice. (You can even cast yourself, family or friends!)

Information:

- Communication of information using appropriate I.T. to produce a Design Folio.
- Desktop publishing utilizing appropriate Adobe software.
- Poster layout and design.

Systems:

- Introduction to Adobe Creative Suite 2.
- Printing processes.
- The Design Process.

Areas of

Interaction:

ATL

Study habits, Communication, Information, Reflection, Connecting Ideas.

Human
Ingenuity

Desktop publishing. Poster design. Marketing & Advertising

OBJECTIVES

- Use of the Design Cycle.
- Undertake meaningful and relevant research.
- Gain experience with Photoshop software.
- Manage time & resources.
- Critically evaluate own work.

ASSESSMENT

- Create a Design Folio following the Design Cycle.
- Provide several possible designs and justify final choice.
- Create solution (poster) to appropriate standard.
- Test & evaluate solution.
- Justify any changes.
- Evaluate solution in terms of AOI.

NAME: