

Note:

*COM3010: Presentation &
Communication 3 (pages G.55–G.56)
has been withdrawn effective
September 2005.*

PORTFOLIO ASSESSMENT

COM3020-1

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|-------------------------|------------------------|---|---|---|-------|----------|
| Management | 4 | 3 | 2 | 1 | 0 | 3 |
| Teamwork | 4 | 3 | 2 | 1 | 0 N/A | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 2 |
| Equipment and Materials | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively.
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately.
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- interprets and carries out instructions accurately
- plans and uses time effectively in a logical sequence
- displays leadership in adhering to routine procedures
- attempts to solve problems prior to requesting help

Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates with sensitivity solutions to problems
- displays effective communication skills
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- prepares a project proposal to promote a specific idea, product or event
- identifies two messages to be delivered

Content (continued)

- devises a plan for developing and producing each message
- selects media to produce/deliver each message
- justifies decisions made based on:
 - target audience
 - media attributes
 - availability of technical facility
 - available technical assistance
- produces two different messages
- analyses examples of mediated messages designed/produced through different media
- selects and uses equipment/facilities effectively, safely and responsibly
- ensures work meets school and community standards

Equipment and Materials

- independently selects and uses equipment/materials
- demonstrates concern for safe procedures/techniques
- weighs and measures accurately and efficiently
- minimizes waste of materials
- anticipates potential hazards and emergency response

COMMENTS

PRESENTATIONS/REPORTS

COM3020-2

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|--------------------------|------------------------|---|---|---|---|----------|
| Preparation and Planning | 4 | 3 | 2 | 1 | 0 | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 3 |
| Presentation | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

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- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- accesses and refines approach to task and project status based on feedback and reflection

Content

- presents assignment to teacher and peers
- analyzes target audience reaction:
 - appropriateness of media selection for messages produced
 - effectiveness of message delivery
 - technical quality
 - aesthetics

Content (continued)

- meeting of school and community standards
- creates a portfolio or adds assignment to existing portfolio

Presentation

- demonstrates effective use of at least one medium of communication
- maintains acceptable grammatical and technical standards
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position

COMMENTS

PORTFOLIO ASSESSMENT

COM3030-1

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|-------------------------|------------------------|---|---|---|-------|----------|
| Management | 4 | 3 | 2 | 1 | 0 | 3 |
| Teamwork | 4 | 3 | 2 | 1 | 0 N/A | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 2 |
| Equipment and Materials | 4 | 3 | 2 | 1 | 0 | 3 |

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CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- interprets and carries out instructions accurately
- plans and uses time effectively in a logical sequence
- displays leadership in adhering to routine procedures
- attempts to solve problems prior to requesting help

Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates with sensitivity solutions to problems
- displays effective communication skills
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- generates ideas to be developed into a script
- expands on script ideas, proposals and treatment plans

Content (continued)

- selects most promising idea(s) and write script(s) for two of:
 - public service announcement or commercial (30 seconds in length)
 - news or documentary (approximately three minutes in length)
 - radio play or screen play (approximately five minutes in length)
- uses previously learned script-writing techniques as they apply to the chosen format
- compares one script to a professionally written script (or equivalent) of the same type
- ensures work meets school and community standards

Equipment and Materials

- independently selects and uses equipment/materials
- demonstrates concern for safe procedures/techniques
- weighs and measures accurately and efficiently
- minimizes waste of materials
- anticipates potential hazards and emergency response

COMMENTS

PRESENTATIONS/REPORTS

COM3030–2

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
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- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- accesses and refines approach to task and project status based on feedback and reflection

Content

- presents script(s) to teachers and peers
- obtains and responds to feedback based on appropriateness and effectiveness of script:
 - for selected media
 - for target audience

Content (continued)

- for effectively conveying message
- meeting of school and community standards
- creates a portfolio or adds assignment to existing portfolio

Presentation

- demonstrates effective use of at least one medium of communication
- maintains acceptable grammatical and technical standards
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position

COMMENTS

PORTFOLIO ASSESSMENT

COM3040–1

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|-------------------------|------------------------|---|---|---|-------|----------|
| Management | 4 | 3 | 2 | 1 | 0 | 3 |
| Teamwork | 4 | 3 | 2 | 1 | 0 N/A | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 2 |
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Management

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- organizes and works in an orderly manner
- interprets and carries out instructions accurately
- plans and uses time effectively in a logical sequence
- displays leadership in adhering to routine procedures
- attempts to solve problems prior to requesting help

Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates with sensitivity solutions to problems
- displays effective communication skills
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- uses a camera to capture images employing composition guidelines
- through production of at least five prints processed, printed and mounted (at teacher's discretion), demonstrates:

Content (continued)

- selection and use of lighting sources to achieve desired effect
- use of light metering
- use of “flash” lighting
- control/adjustment of lighting intensity
- produces a lighting diagram for at least two photographs showing the relative position of:
 - camera
 - subject
 - main, fill, background and hair lights
 - background
 - props
- critiques each images with respect to composition (as required)
- ensures work meets school and community standards

Equipment and Materials

- independently selects and uses equipment/materials
- demonstrates concern for safe procedures/techniques
- weighs and measures accurately and efficiently
- minimizes waste of materials
- anticipates potential hazards and emergency response

COMMENTS

PRESENTATIONS/REPORTS

COM3040–2

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
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| Preparation and Planning | 4 | 3 | 2 | 1 | 0 | 3 |
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- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- accesses and refines approach to task and project status based on feedback and reflection

Content

- presents assignment to teacher and peers
- obtains and responds to feedback based on:
 - how well the assignment met the stated expectations
 - aesthetics
 - technical quality
 - meeting of school and community standards

Content (continued)

- mounts prints for presentation and display
- creates a portfolio or adds assignment to existing portfolio

Presentation

- demonstrates effective use of at least one medium of communication:
- maintains acceptable grammatical and technical standards
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position

COMMENTS

PORTFOLIO ASSESSMENT

COM3050-1

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|-------------------------|------------------------|---|---|---|-------|----------|
| Management | 4 | 3 | 2 | 1 | 0 | 3 |
| Teamwork | 4 | 3 | 2 | 1 | 0 N/A | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 2 |
| Equipment and Materials | 4 | 3 | 2 | 1 | 0 | 3 |

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CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- interprets and carries out instructions accurately
- plans and uses time effectively in a logical sequence
- displays leadership in adhering to routine procedures
- attempts to solve problems prior to requesting help

Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates with sensitivity solutions to problems
- displays effective communication skills
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- uses a camera to capture images employing composition guidelines
- through production of photo images as per client need, demonstrates:
 - description/outline of topic

Content (continued)

- coordination of picture-taking assignments with client's needs
- representative coverage with a variety of shots (long, medium, close-up; horizontal, vertical format)
- processing and proofing all images
- developing a filing system
- selecting images in consultation with clients
- enlarging images as required
- captioning and provision of page layouts as required
- investigates and reports on career options in photojournalism
- ensures work meets school and community standards

Equipment and Materials

- independently selects and uses equipment/materials
- demonstrates concern for safe procedures/techniques
- weighs and measures accurately and efficiently
- minimizes waste of materials
- anticipates potential hazards and emergency response

COMMENTS

PRESENTATIONS/REPORTS

COM3050-2

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|--------------------------|------------------------|---|---|---|---|----------|
| Preparation and Planning | 4 | 3 | 2 | 1 | 0 | 3 |
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CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- accesses and refines approach to task and project status based on feedback and reflection

Content

- presents assignment to client and/or teacher and peers
- obtains and responds to feedback based on:
 - how well the assignment met the stated expectations
 - aesthetics
 - technical quality
 - meeting of school and community standards

Content (continued)

- makes changes in response to feedback
- mounts prints for presentation and display (as required)
- identifies career options
- creates a portfolio or adds assignment to existing portfolio

Presentation

- demonstrates effective use of at least one medium of communication
- maintains acceptable grammatical and technical standards
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position

COMMENTS

PORTFOLIO ASSESSMENT

COM3060-1

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|-------------------------|------------------------|---|---|---|-------|----------|
| Management | 4 | 3 | 2 | 1 | 0 | 3 |
| Teamwork | 4 | 3 | 2 | 1 | 0 N/A | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 2 |
| Equipment and Materials | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

The student:

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- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- interprets and carries out instructions accurately
- plans and uses time effectively in a logical sequence
- displays leadership in adhering to routine procedures
- attempts to solve problems prior to requesting help

Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates with sensitivity solutions to problems
- displays effective communication skills
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- uses an enlarger or computer to manipulate images
- through production of at least five prints printed and mounted (at teacher's discretion) demonstrates:
 - contrast manipulation
 - vignetting

Content (continued)

- multiple printing
- solarization (the "Sabattier" effect)
- uses spotting and/or airbrushing techniques for print retouching, modification and/or enhancement
- uses orthochromatic film for electronic imaging to produce high contrast derivations
- documents experiences while completing assignment
- critiques each image with respect to composition (as required)
- ensures work meets school and community standards

Equipment and Materials

- independently selects and uses equipment/materials
- demonstrates concern for safe procedures/techniques
- weighs and measures accurately and efficiently
- minimizes waste of materials
- anticipates potential hazards and emergency response

COMMENTS

PRESENTATIONS/REPORTS

COM3060–2

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|--------------------------|------------------------|---|---|---|---|----------|
| Preparation and Planning | 4 | 3 | 2 | 1 | 0 | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 3 |
| Presentation | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

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- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- accesses and refines approach to task and project status based on feedback and reflection

Content

- presents assignment to teacher and peers
- obtains and responds to feedback based on:
 - how well the assignment met the stated expectations
 - aesthetics
 - technical quality
 - meeting of school and community standards

Content (continued)

- mounts prints for presentation and display using recognized photo-mounting techniques
- discusses/describes techniques and procedures used to complete project
- creates a portfolio or adds assignment to existing portfolio

Presentation

- demonstrates effective use of at least one medium of communication
- maintains acceptable grammatical and technical standards
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position

COMMENTS

PORTFOLIO ASSESSMENT

COM3070-1

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|-------------------------|------------------------|---|---|---|-------|----------|
| Management | 4 | 3 | 2 | 1 | 0 | 3 |
| Teamwork | 4 | 3 | 2 | 1 | 0 N/A | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 2 |
| Equipment and Materials | 4 | 3 | 2 | 1 | 0 | 3 |

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Rating Scale

The student:

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CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- interprets and carries out instructions accurately
- plans and uses time effectively in a logical sequence
- displays leadership in adhering to routine procedures
- attempts to solve problems prior to requesting help

Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates with sensitivity solutions to problems
- displays effective communication skills
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- demonstrates exposure latitude through bracketing
- selects and uses alternative light sources
- uses an enlarger or computer to manipulate images including colour density
- produces at least two prints printed and mounted (at teacher's discretion) and/or slides (number specified by teacher)
- critiques each image with respect to composition (as required)
- ensures work meets school and community standards

Equipment and Materials

- independently selects and uses equipment/materials
- demonstrates concern for safe procedures/techniques
- weighs and measures accurately and efficiently
- minimizes waste of materials
- anticipates potential hazards and emergency response

COMMENTS

PORTFOLIO ASSESSMENT

COM3080-1

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|-------------------------|------------------------|---|---|---|-------|----------|
| Management | 4 | 3 | 2 | 1 | 0 | 3 |
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Rating Scale

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CRITERIA

The student:

Management

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- organizes and works in an orderly manner
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- plans and uses time effectively in a logical sequence
- displays leadership in adhering to routine procedures
- attempts to solve problems prior to requesting help

Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates with sensitivity solutions to problems
- displays effective communication skills
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- prepares camera-ready layouts for multiregister work to be printed
 - layouts will demonstrate basic composition guidelines
 - layouts will be clear and clean

Content (continued)

- selects appropriate printing method and prepares printing masters
- produces at least two prints through the selected printing method(s)
 - ensures the prints are in register and aligned to the printed surface
 - ensures the printed images are clear and clean
- uses finishing techniques as required
- selects and uses equipment/facilities effectively, safely and responsibly
- ensures work meets school and community standards

Equipment and Materials

- independently selects and uses equipment/materials
- demonstrates concern for safe procedures/techniques
- weighs and measures accurately and efficiently
- minimizes waste of materials
- anticipates potential hazards and emergency response

COMMENTS

PRESENTATIONS/REPORTS

COM3080–2

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
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CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- accesses and refines approach to task and project status based on feedback and reflection

Content

- presents assignment consisting of completed layouts, masters and prints to teacher and peers and/or clients as required
- obtains and responds to feedback based on:
 - appropriateness and effectiveness of printing method(s) to the task
 - how well the printing method(s) was used

Content (continued)

- aesthetic quality of finished product
- technical quality of finished product
- meeting of school and community standards
- creates a portfolio or adds assignment to existing portfolio

Presentation

- demonstrates effective use of at least one medium of communication
- maintains acceptable grammatical and technical standards
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position

COMMENTS

PORTFOLIO ASSESSMENT

COM3090–1

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|-------------------------|------------------------|---|---|---|-------|----------|
| Management | 4 | 3 | 2 | 1 | 0 | 3 |
| Teamwork | 4 | 3 | 2 | 1 | 0 N/A | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 2 |
| Equipment and Materials | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively.
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately.
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- interprets and carries out instructions accurately
- plans and uses time effectively in a logical sequence
- displays leadership in adhering to routine procedures
- attempts to solve problems prior to requesting help

Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates with sensitivity solutions to problems
- displays effective communication skills
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- prepares camera-ready layouts for multiregister work to be printed:
 - layouts will demonstrate basic composition guidelines
 - layouts will be clear and clean

Content (continued)

- selects appropriate printing method and prepares printing masters
- produces at least two prints through the selected printing method(s)
 - ensures the prints are in register and aligned to the printed surface
 - ensures the printed images are clear and clean
- uses finishing techniques as required
- selects and uses equipment/facilities effectively, safely and responsibly
- ensures work meets school and community standards

Equipment and Materials

- independently selects and uses equipment/materials
- demonstrates concern for safe procedures/techniques
- weighs and measures accurately and efficiently
- minimizes waste of materials
- anticipates potential hazards and emergency response

COMMENTS

PRESENTATIONS/REPORTS

COM3090–2

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|--------------------------|------------------------|---|---|---|---|----------|
| Preparation and Planning | 4 | 3 | 2 | 1 | 0 | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 3 |
| Presentation | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively.
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately.
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- accesses and refines approach to task and project status based on feedback and reflection

Content

- presents assignment consisting of completed layouts, masters and prints to teacher and peers and/or clients (as required)
- obtains and responds to feedback based on:
 - justification of appropriateness and effectiveness of printing method(s) to the task
 - how well the printing method(s) was used

Content (continued)

- aesthetic quality of finished product
- technical quality of finished product
- meeting of school and community standards
- creates a portfolio or adds assignment to existing portfolio

Presentation

- demonstrates effective use of at least one medium of communication
- maintains acceptable grammatical and technical standards
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position

COMMENTS

PORTFOLIO ASSESSMENT

COM3100–1

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|-------------------------|------------------------|---|---|---|-------|----------|
| Management | 4 | 3 | 2 | 1 | 0 | 3 |
| Teamwork | 4 | 3 | 2 | 1 | 0 N/A | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 2 |
| Equipment and Materials | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively.
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately.
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- interprets and carries out instructions accurately
- plans and uses time effectively in a logical sequence
- displays leadership in adhering to routine procedures
- attempts to solve problems prior to requesting help

Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates with sensitivity solutions to problems
- displays effective communication skills
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- completes an audio project (five to eight minutes in length) for a target audience and an audio assignment (two to three minutes in length) that uses sound but no words
- through production of an audio project demonstrates:
 - specified preproduction, production and post-production elements
 - project treatment including:
 - story concepts
 - script outline

Content (continued)

- on-location/studio-based requirements
- recording list
- anticipated technical requirements
- timeline with key benchmarks
- workplan detailing responsibilities (if project done by a team)
- through production of an audio assignment demonstrates:
 - fading
 - layering
 - polishing
 - special effects
 - transitions
- prepares a director's log book containing:
 - an audio script including all sound cues
 - a storyboard (where applicable)
 - a critique for two of the following:
 - preproduction
 - production
 - post-production
- selects and uses equipment/facilities effectively, safely and responsibly
- ensures work meets school and community standards

Equipment and Materials

- independently selects and uses equipment/materials
- demonstrates concern for safe procedures/techniques
- weighs and measures accurately and efficiently
- minimizes waste of materials
- anticipates potential hazards and emergency response

COMMENTS

PRESENTATIONS/REPORTS

COM3100–2

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|--------------------------|------------------------|---|---|---|---|----------|
| Preparation and Planning | 4 | 3 | 2 | 1 | 0 | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 3 |
| Presentation | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively.
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately.
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Preparation and Planning

- sets goals and describes steps to achieve them
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- accesses and refines approach to task and project status based on feedback and reflection

Content

- presents assignment to teacher and peers/target audience
- obtains and responds to feedback based on:
 - appropriateness and effectiveness of assignment to meeting the objective
 - how well techniques were accomplished
 - relationship of storyboard to story told in final product

Content (continued)

- aesthetics
- meeting of school and community standards
- creates a portfolio or adds assignment to existing portfolio

Presentation

- demonstrates effective use of at least one medium of communication
- maintains acceptable grammatical and technical standards
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position

COMMENTS

PORTFOLIO ASSESSMENT

COM3110–1

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|-------------------------|------------------------|---|---|---|-------|----------|
| Management | 4 | 3 | 2 | 1 | 0 | 3 |
| Teamwork | 4 | 3 | 2 | 1 | 0 N/A | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 2 |
| Equipment and Materials | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively.
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately.
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- interprets and carries out instructions accurately
- plans and uses time effectively in a logical sequence
- displays leadership in adhering to routine procedures
- attempts to solve problems prior to requesting help

Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates with sensitivity solutions to problems
- displays effective communication skills
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- completes a video project (five to eight minutes in length) for a target audience
- completes a video assignment (two to three minutes in length) on an assigned topic, using in-camera editing
- through production of a video project demonstrates:
 - development of a project proposal that includes preproduction, production, post-production elements and demonstrates planning for these elements
 - development of a project treatment including:

Content (continued)

- story concepts
- script outline
- on-location/studio-based requirements
- shot list and/or “paper edit”
- anticipated technical requirements
- timeline with key benchmarks
- work plan detailing responsibilities (if project done by a team)
- prepares a director's log book containing:
 - an edit decisions list
 - a revision entry for two of the following stages:
 - preproduction
 - production
 - post-production
- enhances video and related audio equipment operation skills:
 - varying focal length and focal distance
 - adding and subtracting light (artificial and natural)
 - in-camera editing
 - post-production editing
 - special effects
- selects and uses equipment/facilities effectively, safely and responsibly
- ensures work meets school and community standards

Equipment and Materials

- independently selects and uses equipment/materials
- demonstrates concern for safe procedures/techniques
- weighs and measures accurately and efficiently
- minimizes waste of materials
- anticipates potential hazards and emergency response

COMMENTS

PRESENTATIONS/REPORTS

COM3110-2

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|--------------------------|------------------------|---|---|---|---|----------|
| Preparation and Planning | 4 | 3 | 2 | 1 | 0 | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 3 |
| Presentation | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively.
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately.
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- accesses and refines approach to task and project status based on feedback and reflection

Content

- presents "rough-edit" for critique and recommendations
- presents final product to target audience for critique and assessment
- critiques own work and the work of others based on:
 - appropriateness and effectiveness of assignment to meeting the objective

Content (continued)

- how well techniques were accomplished
- relationship of storyboard to story told in final product
- aesthetics
- meeting of school and community standards
- creates a portfolio or adds assignment to existing portfolio

Presentation

- demonstrates effective use of at least one medium of communication
- maintains acceptable grammatical and technical standards
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position

COMMENTS

PORTFOLIO ASSESSMENT

COM3120-1

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|-------------------------|------------------------|---|---|---|-------|----------|
| Management | 4 | 3 | 2 | 1 | 0 | 3 |
| Teamwork | 4 | 3 | 2 | 1 | 0 N/A | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 2 |
| Equipment and Materials | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively.
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately.
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- interprets and carries out instructions accurately
- plans and uses time effectively in a logical sequence
- displays leadership in adhering to routine procedures
- attempts to solve problems prior to requesting help

Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates with sensitivity solutions to problems
- displays effective communication skills
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- completes an animation project (a minimum of 30 seconds in length) that communicates a message or tells a story and demonstrates:
 - effective/creative movement of images

Content (continued)

- a storyline with beginning, middle and end
- beginning and ending credits
- completes a synopsis of the story idea (100 - 200 words)
- completes a storyboard or outline for the animation project
- selects and uses appropriate animation technique(s)
- uses required equipment and facility to edit images and to add sound as required
- selects and uses equipment/facilities effectively, safely and responsibly
- ensures work meets school and community standards

Equipment and Materials

- independently selects and uses equipment/materials
- demonstrates concern for safe procedures/techniques
- weighs and measures accurately and efficiently
- minimizes waste of materials
- anticipates potential hazards and emergency response

COMMENTS

PRESENTATIONS/REPORTS

COM3120-2

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|--------------------------|------------------------|---|---|---|---|----------|
| Preparation and Planning | 4 | 3 | 2 | 1 | 0 | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 3 |
| Presentation | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively.
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately.
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- accesses and refines approach to task and project status based on feedback and reflection

Content

- presents assignment to target audience
- obtains and responds to feedback based on:
 - elements used
 - how well animation achieved its purpose
 - aesthetics
 - meeting of school and community standards

Content (continued)

- creates a portfolio or adds assignment to existing portfolio including:
 - research
 - synopsis
 - timeline
 - storyboard
 - completed product
 - written evaluation
 - other teacher specified materials (as required)

Presentation

- demonstrates effective use of at least one medium of communication
- maintains acceptable grammatical and technical standards
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position

COMMENTS

PORTFOLIO ASSESSMENT

COM3130–1

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|-------------------------|------------------------|---|---|---|-------|----------|
| Management | 4 | 3 | 2 | 1 | 0 | 3 |
| Teamwork | 4 | 3 | 2 | 1 | 0 N/A | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 2 |
| Equipment and Materials | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively.
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately.
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- interprets and carries out instructions accurately
- plans and uses time effectively in a logical sequence
- displays leadership in adhering to routine procedures
- attempts to solve problems prior to requesting help

Teamwork

- cooperates with group members
- shares work appropriately among group members
- negotiates with sensitivity solutions to problems
- displays effective communication skills
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- selects appropriate media and justifies selection
- identifies at least two messages to be delivered to a specified client group and specified audience
- devises a plan for developing and producing each message including:
 - intended statement
 - working title
 - intended client group/target audience
 - preferred media/why
 - associated resource requirements
 - timeline

Content (continued)

- produces each message (each being a minimum 30 seconds in length) combining three or more different media through digital technology and:
 - revising plan if required justifying revision
 - demonstrating effective/creative movements of images, messages and/or symbols
 - explaining processes used as required
 - conveying a central message, impression or theme
 - soliciting and responding to feedback from client group
 - presenting an appropriate project title at the beginning and end of the message
- completes a written or oral evaluation (minimum 300 words) describing:
 - techniques used
 - response(s) of the target audience
 - recommendations for improving/enhancing the messages
- selects and uses equipment/facilities effectively, safely and responsibly
- ensures work meets school and community standards

Equipment and Materials

- independently selects and uses equipment/materials
- demonstrates concern for safe procedures/techniques
- weighs and measures accurately and efficiently
- minimizes waste of materials
- anticipates potential hazards and emergency response

COMMENTS

PRESENTATIONS/REPORTS

COM3130–2

Student Name: _____

Teacher: _____

Module/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | | | | | STANDARD |
|--------------------------|------------------------|---|---|---|---|----------|
| Preparation and Planning | 4 | 3 | 2 | 1 | 0 | 3 |
| Content | 4 | 3 | 2 | 1 | 0 | 3 |
| Presentation | 4 | 3 | 2 | 1 | 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA UNLESS OTHERWISE STATED

Rating Scale

The student:

- 4 exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3 meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are selected and used efficiently and effectively.
- 2 meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are selected and used appropriately.
- 1 meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0 has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- uses personal initiative to formulate questions and find answers
- accesses a range of relevant information sources and recognizes when additional information is required
- interprets, organizes and combines information in creative and thoughtful ways
- records information accurately, using appropriate technical terms and supporting detail
- plans and uses time effectively, prioritizing tasks on a consistent basis
- accesses and refines approach to task and project status based on feedback and reflection

Content

- presents assignment to client group/target audience
- obtains and responds to feedback based on:
 - message suitability
 - message clarity
 - media suitability
 - technical quality

Content (continued)

- aesthetics
- overall meeting of client's needs
- creates a portfolio or adds assignment to existing portfolio

Presentation

- demonstrates effective use of at least one medium of communication
- maintains acceptable grammatical and technical standards
- provides an introduction that describes the purpose and scope of the project
- communicates thoughts/feelings/ideas clearly to justify or challenge a position

COMMENTS

Student Name: _____

Teacher: _____

Course/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | STANDARD |
|-------------------------|------------------------|----------|
| Management | 4 3 2 1 0 | 1 |
| Teamwork | 4 3 2 1 0 | 1 |
| Content | 4 3 2 1 0 | 1 |
| Equipment and Materials | 4 3 2 1 0 | 1 |

STANDARD IS 1 IN EACH APPLICABLE CRITERIA

Rating Scale

The student:

- 4** exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3** meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are used efficiently and effectively.
- 2** meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are used appropriately.
- 1** meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0** has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- demonstrates file management skills
- carries out instructions accurately
- uses time effectively

Teamwork

- cooperates with team members
- shares work appropriately among group members
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- uses a digital camera to acquire images of different subjects
- employs and can discuss basic composition principles

Content (continued)

- downloads images obtained from a digital camera to a directory, and saves as editable files
- uses bitmap editing software to manipulate, crop, edit and experiment with image composition and effects
- maintains a log sheet of digital effects applied to images
- produces ten or more manipulated images
- saves work in an appropriate file format
- understands and can use two or more different file formats (JPG, GIF and TIF are recommended)
- ensures work meets school and community standards

Equipment and Materials

- selects and uses appropriate equipment/materials
- is able to use various commands and features of a digital camera
- follows safe procedures/techniques
- returns equipment/materials to storage areas

COMMENTS

PRESENTATIONS/REPORTS: DIGITAL IMAGING 1

COM1210-2

Student Name: _____

Teacher: _____

Course/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | STANDARD |
|--------------------------|------------------------|----------|
| Preparation and Planning | 4 3 2 1 0 | 1 |
| Content | 4 3 2 1 0 | 1 |
| Presentation | 4 3 2 1 0 | 1 |

STANDARD IS 1 IN EACH APPLICABLE CRITERIA

Rating Scale

The student:

- 4** exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3** meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are used efficiently and effectively.
- 2** meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are used appropriately.
- 1** meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0** has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- interprets and organizes information into a logical sequence
- prepares compositions by saving digital images in an appropriate format
- creates and maintains a log sheet of manipulation effects for discussion during presentation
- uses time effectively

Content

- presents finished work to teacher and peers
- annotates presentation with information about how each image was created and/or modified
- creates a portfolio or adds to an existing portfolio

Content (continued)

- obtains and responds to feedback based on:
 - expectations of the assignment
 - processes used to acquire bitmap images from a digital camera
 - aesthetics
 - composition control
 - effects, processes and techniques used to manipulate images
 - how finished compositions meet school and community standards

Presentation

- describes the purpose and/or theme of the presentation
- presents 10 or more edited bitmap images either on screen or printed in a portfolio
- demonstrates effective communication techniques
- uses correct grammatical conventions and technical terms
- introduces and concludes presentation
- responds effectively to questions

COMMENTS

Student Name: _____

Teacher: _____

Course/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | STANDARD |
|-------------------------|------------------------|----------|
| Management | 4 3 2 1 0 | 2 |
| Teamwork | 4 3 2 1 0 | 2 |
| Content | 4 3 2 1 0 | 2 |
| Equipment and Materials | 4 3 2 1 0 | 2 |

STANDARD IS 2 IN EACH APPLICABLE CRITERIA

Rating Scale

The student:

- 4** exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3** meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are used efficiently and effectively.
- 2** meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are used appropriately.
- 1** meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0** has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- demonstrates file management skills
- carries out instructions accurately
- uses time effectively

Teamwork

- cooperates with team members
- shares work appropriately among group members
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- uses a digital camera to acquire images of thematically unified subjects
- employs and can discuss basic principles of composition and aesthetics
- produces 10 or more manipulated/edited images

Content (continued)

- uses bitmap editing software and effects, filters and/or plug-ins to manipulate, crop, edit and composite images
- demonstrates image compositing in three or more finished compositions
- uses source files obtained from another piece of software (e.g., vector graphics, two- and/or three-dimensional animation software) in creating two or more compositions
- maintains notes of digital effects applied to images
- saves and exports work in appropriate file formats
- understands and can use four or more different file formats (e.g., JPG, GIF, TIF, other proprietary formats)
- ensures work meets school and community standards

Equipment and Materials

- selects and uses appropriate equipment, materials and software
- is able to demonstrate advanced commands and features of a digital camera
- follows safe procedures/techniques
- returns equipment/materials to storage areas

COMMENTS

PRESENTATIONS/REPORTS: DIGITAL IMAGING 2

COM2210-2

Student Name: _____

Teacher: _____

Course/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | STANDARD |
|--------------------------|------------------------|----------|
| Preparation and Planning | 4 3 2 1 0 | 2 |
| Content | 4 3 2 1 0 | 2 |
| Presentation | 4 3 2 1 0 | 2 |

STANDARD IS 2 IN EACH APPLICABLE CRITERIA

Rating Scale

The student:

- 4** exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3** meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are used efficiently and effectively.
- 2** meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are used appropriately.
- 1** meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0** has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

| | |
|--|---|
| <p>CRITERIA</p> <p><i>The student:</i></p> <p>Preparation and Planning</p> <ul style="list-style-type: none"> <input type="checkbox"/> sets goals for the presentation <input type="checkbox"/> interprets and organizes information into a logical sequence <input type="checkbox"/> prepares compositions by saving digital images in an appropriate format <input type="checkbox"/> maintains notes on the image manipulation processes used as a source of support during presentation and discussion <input type="checkbox"/> uses time effectively <p>Content</p> <ul style="list-style-type: none"> <input type="checkbox"/> presents finished work to teacher and peers <input type="checkbox"/> annotates presentation with information about how each image was created and/or modified <input type="checkbox"/> creates a portfolio or adds to an existing portfolio | <p>Content (continued)</p> <ul style="list-style-type: none"> <input type="checkbox"/> obtains and responds to feedback based on: <ul style="list-style-type: none"> - expectations of the assignment - processes used to acquire bitmap images from a digital camera - aesthetics - composition control - the effects, processes and techniques used to manipulate images - how finished compositions meet school and community standards <p>Presentation</p> <ul style="list-style-type: none"> <input type="checkbox"/> describes the purpose and/or theme of the presentation <input type="checkbox"/> presents 10 or more edited bitmap images on screen to an audience <input type="checkbox"/> demonstrates effective communication techniques <input type="checkbox"/> uses correct grammatical conventions and technical terms <input type="checkbox"/> introduces and concludes the presentation <input type="checkbox"/> responds effectively to questions |
|--|---|

| |
|------------------------|
| <p>COMMENTS</p> |
|------------------------|

ILLUSTRATIVE EXAMPLES: SAMPLE WORK WORLD PROJECTS

COM3210-1

| | | |
|--|---|---|
| <p>The illustrative examples provided below are intended to simulate assignments frequently encountered in the work world. Teachers may decide to refine and/or modify these examples for specific students and classes, or create new projects. When possible, students should be given an opportunity to create image solutions for real work world assignments.</p> | | |
| <p>Project One: Editorial Illustration</p> | <p>Create three bitmap compositions relevant to an editorial theme; i.e., the compositions could be used as editorial illustrations for a periodical, newspaper or newsletter.</p> <p>Technical Specifications:</p> <ul style="list-style-type: none"> • Resolution: 200 dots per inch (DPI) • Size: no larger than 5.5" by 4.25" • File Format: saved as Tagged Image File Format (TIF) <p>The editorial theme should be assigned by the teacher. Possible themes could include "The Middle East," "Canadian Politics," "High School Life" or other topics of civic or historical significance.</p> | <p>This project simulates an editorial illustration assignment common to the newspaper industry.</p> |
| <p>Project Two: Jewel Case Background</p> | <p>Create three bitmap compositions that convey a musical theme; i.e., the compositions could be used as backgrounds for an audio CD-ROM jacket.</p> <p>Technical Specifications:</p> <ul style="list-style-type: none"> • Resolution: 300 dots per inch (DPI) • Size: 100% the size of a jewel case insert • File Format: saved as PhotoShop Bitmap File (PSD), Corel Photo-Paint Bitmap File (CPT) or other format based on the bitmap software used <p>The musical theme should be assigned by the teacher. Possible musical themes could include punk, metal, country, new-age.</p> <p>There should be no legible text included on the CD-ROM jacket; assume that text will be added later.</p> | <p>This project represents a typical design problem in the music industry and involves communicating a "look" or "feel" to convey a musical theme.</p> |
| <p>Project Three: Stock Photography Portfolio</p> | <p>Create a small portfolio of 10 or more stock images that can be used to highlight particular aspects of high school life.</p> <p>Technical Specifications:</p> <ul style="list-style-type: none"> • Resolution: each image must be saved at 75 DPI (suitable for on-screen display) <u>and</u> 300 DPI (suitable for print display) • Size: each image must be 4"x 3" • File Format: all images will be saved as Joint Photographers Expert Group (JPG) format with no compression <p>The specific theme for the stock images will be assigned by the teacher. Possible themes could include "Technology in School," "Basketball," "School Environment."</p> <p>Persons photographed in the stock images will not be recognizable unless legal release forms are included with the portfolio.</p> | <p>This project could prove useful for school faculty looking for education-related stock images. Stock photography provides an opportunity for photographers to supplement their income.</p> |

Student Name: _____

Teacher: _____

Course/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | STANDARD |
|-------------------------|------------------------|----------|
| Management | 4 3 2 1 0 | 3 |
| Teamwork | 4 3 2 1 0 | 3 |
| Content | 4 3 2 1 0 | 3 |
| Equipment and Materials | 4 3 2 1 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA

Rating Scale

The student:

- 4** exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3** meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are used efficiently and effectively.
- 2** meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are used appropriately.
- 1** meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0** has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Management

- prepares self for task
- organizes and works in an orderly manner
- demonstrates file management skills
- carries out instructions accurately
- uses time effectively

Teamwork

- cooperates with team members
- shares work appropriately among group members
- exhibits basic teamwork skills; e.g., cooperation, appropriate conduct, leadership, commitment, negotiation, sharing

Content

- uses a digital camera to acquire images for specific purposes and to solve specific graphic problems
- employs and can discuss principles of composition and aesthetics
- completes three or more bitmap composition projects, each requiring four to six image solutions

Content (continued)

- uses bitmap editing software and effects, filters and/or plug-ins to manipulate, crop, edit and composite images
- demonstrates image compositing as required to produce images for specific projects
- uses source files obtained from two or more other pieces of software (e.g., vector graphics, two- and/or three-dimensional animation software) in creating compositions
- maintains notes of digital effects applied to images
- saves and exports work in appropriate file formats
- ensures work meets school and community standards
- produces a portfolio appropriate for application to post-secondary studies

Equipment and Materials

- selects and uses appropriate equipment, materials and software
- is able to demonstrate advanced commands and features of a digital camera
- follows safe procedures/techniques
- returns equipment/materials to storage areas

COMMENTS

PRESENTATIONS/REPORTS: DIGITAL IMAGING 3

COM3210-3

Student Name: _____

Teacher: _____

Course/Project(s): _____

Date: _____

| CRITERIA | OBSERVATION/ RATING | STANDARD |
|--------------------------|------------------------|----------|
| Preparation and Planning | 4 3 2 1 0 | 3 |
| Content | 4 3 2 1 0 | 3 |
| Presentation | 4 3 2 1 0 | 3 |

STANDARD IS 3 IN EACH APPLICABLE CRITERIA

Rating Scale

The student:

- 4** exceeds defined outcomes. Plans and solves problems effectively and creatively in a self-directed manner. Tools, materials and/or processes are selected and used efficiently, effectively and with confidence.
- 3** meets defined outcomes. Plans and solves problems in a self-directed manner. Tools, materials and/or processes are used efficiently and effectively.
- 2** meets defined outcomes. Plans and solves problems with limited assistance. Tools, materials and/or processes are used appropriately.
- 1** meets defined outcomes. Follows a guided plan of action. A limited range of tools, materials and/or processes are used appropriately.
- 0** has not completed defined outcomes. Tools, materials and/or processes are used inappropriately.

CRITERIA

The student:

Preparation and Planning

- sets goals for presentation
- interprets and organizes information into a logical sequence
- prepares compositions by saving digital images in an appropriate format
- maintains notes on the image manipulation processes used as a source of support during presentation and discussion
- uses time effectively

Content

- presents finished work to teacher and peers
- annotates presentation with information about how each image was created and/or modified
- creates a portfolio or adds to an existing portfolio
- discusses the advantages and disadvantages of five or more different file formats; e.g., JPG, GIF, TIF, other proprietary formats

Content (continued)

- obtains and responds to feedback based on:
 - expectations of the assignment
 - processes used to obtain bitmap images from a digital camera
 - aesthetics and composition control
 - the effects, processes and techniques used to manipulate images
 - how finished compositions meet school and community standards
 - how the presentation meets requirements of a post-secondary application portfolio

Presentation

- describes the purpose and/or theme of three projects
- explains how each project impacted design and communication choices
- describes and illustrates multiple solutions for each project
- presents 12 or more finished bitmap compositions
- demonstrates effective communication techniques
- uses correct grammatical conventions and technical terms
- introduces and concludes the presentation
- responds effectively to questions

COMMENTS

