

## RUBRIC FOR CONCERT POSTER DESIGN

Use the following rubric to guide you as you design your concert poster. / 20

CATEGORY	4	3	2	1	Score
<b>Time/Effort</b>	Class time was used wisely. Much time and effort went into the ATC's.	Class time was used wisely. Student could have put in more time effort.	Class time was not always used wisely, but some additional effort was put into the ATC's.	Class time was not used wisely and the student put in no additional effort.	
<b>Use of materials</b>	Student typically keeps materials and area clean and protected without reminders. The student shows great respect for the materials and fellow students.	Student typically adequately cleans materials and work area at the end of the session without reminder, but the area may be messy during the work session. Student shows respect for materials and fellow students.	Student adequately cleans and takes care of materials if reminded. Occasional messy work area may be seen. Shows some respect for materials and fellow students.	Student deliberately misuses materials AND/OR does not adequately clean materials or area when reminded. Shows little respect for materials or fellow students.	
<b>Connections</b>	Music, images and persona all come together to create a strong visual impact.	Music, images and persona begin to come together to create a poster that is visually stimulating, but better connections could have been made.	Music, images and persona do not come together to create a poster, but the student has done the assignment.	Student has not made much attempt to meet the requirements of the assignment.	
<b>Information/Purpose</b>	The design of their poster was created for a particular purpose and situation. All of the information required was included (NAME, DATE, VENUE and TIME).	The design of their poster was created for a particular purpose and situation. All of the information required was included (NAME, DATE, VENUE and TIME).	It appears that little design or planning was done, but the student has done the assignment.	Student has not made much attempt to meet the requirements of the assignment.	
<b>Techniques and Strategies</b>	The student fully examined and utilized the techniques and marketing strategies of media/poster art.	The student examined and began to utilize the techniques and marketing strategies of media/poster art.	The student hardly examined and utilized the techniques and marketing strategies of media/poster art.	The student did not examine and utilize any of the techniques and marketing strategies of media/poster art.	