# A Lafayette Festival Poster Archive

03 / ASSESSMENT & 4-LEVEL ANALYTIC RUBRIC

## Assessment evidence

Diagnostic: 3 Notice / Wonder / Evidence statements; 1 question about the source. Formative: 3 sketches and a media/technique trial. Summative: A compare-and-redesign sheet with historical evidence and original proposal; a visible revision, relevant citation and reflection.

## Rubric: 20 points total

Score each dimension from 1 to 4. Use the descriptors in relation to this investigation, not generic neatness or compliance. Allow verbal or recorded reflection.

| Criterion | 4 | 3 | 2 | 1 |
|---|---|---|---|---|
| Inquiry & accurate context | Distinguishes observation and interpretation; makes a sourced and nuanced connection to Festival design across generations. | Accurately links a documented source to the artwork. | Identifies the source but generalizes or needs correction. | Offers unsupported or misleading cultural claims. |
| Originality & planning | Tests multiple distinct alternatives and selects an inventive visual solution. | Shows three plans and an original choice. | Makes limited changes between plans. | Relies on a copied example or leaves planning incomplete. |
| Technique: graphic design history, visual comparison | Uses the target techniques fluently and adapts them to the idea. | Applies the target techniques clearly in most areas. | Shows partial or inconsistent technique. | Target techniques are not yet visible. |
| Visual communication | The work makes what do changing festival posters reveal about audiences and cultural representation? visually legible to its audience. | Main visual idea reads clearly. | Intent is partly clear but needs organization. | Viewer cannot determine the visual idea. |
| Revision & reflection | Makes substantial evidence-based improvement and sets a precise next step. | Uses critique for a visible revision and identifies a next step. | Some revision or general reflection. | No visible revision or reflection evidence. |

## Scoring and feedback

Total: _____ / 20 | What the student demonstrated: _____

Next instructional move: _____

## Student self-assessment

I developed multiple solutions: 1 2 3 4 | I used source evidence: 1 2 3 4
I revised a visual decision: 1 2 3 4 | My next skill: _____