Design a Festival Wayfinding Sign

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 bilingual-ready event wayfinding sign with accessibility checks; 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 Festivals Acadiens et Creoles, Lafayette.	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: hierarchy, color, typography	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 how can a sign help a visitor find an event respectfully and clearly? 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: _____