FREE TEACHING RESOURCE / 3–5 / 25

Community Market Labels

ASSESSMENT & RUBRIC • evidence of learning

Assess the artistic thinking, not the cultural identity

Use observation, process evidence, critique, revision and final work. Assess what students can demonstrate against the lesson targets. A personal story, accent, cultural membership or disclosed family experience is never a scoring criterion.

Entry check / diagnostic

Prompt: How can a label be both useful and expressive?

- Ask for a 3-minute sketch, quick comparison, oral prediction or visual response.
- Record what the learner already notices, one strategy already evident, and one teaching need.

Formative evidence checkpoints

□ Observation notes related to: Look at neighborhood stores and food-market graphic design without treating commerce as a stereotype.

□ Three distinct draft choices that are not copies of one model.

□ Visible practice with lettering, contrast, packaging hierarchy, symbols.

□ A completed technical checkpoint: Two label drafts tested for legibility and revised.

□ Critique evidence and one documented, purposeful revision.

Teacher observation evidence (date, quote or photo reference):

Summative evidence

- Final product clearly responds to the artistic problem.
- Planning shows multiple possibilities and intentional choices.
- Peer or teacher feedback is recorded; at least one visible revision appears.
- Artist reflection names specific visual evidence and a next move.
- Cultural context or source credits are accurate and appropriate to the task.

Four-level analytic rubric

Use as a coaching and grading tool. A score of 3 means the stated criteria are met; 4 describes exceptional depth, not a mandatory benchmark. Adjust weighting locally.

Criterion	4 / Extending	3 / Meeting	2 / Developing	1 / Beginning
Idea Development & Student Voice	Explores distinctive possibilities, explains the selected idea using evidence and student voice.	Generates meaningful options and chooses one with a stated reason.	Shows some personal choices but explores few options or reasons.	Needs guided support to develop or select a personally meaningful idea.
Targeted Visual Arts Skills	Controls lettering with precision and adapts it to strengthen meaning.	Applies lettering effectively to communicate the intended idea.	Demonstrates uneven control of lettering; clarity varies.	Needs structured support to attempt lettering.
Composition & Communication	Structures visual elements inventively to deepen the design and everyday culture idea.	Visual organization supports a clear design and everyday culture idea.	An intended focal point is evident but some relationships confuse the viewer.	Needs help organizing attention and establishing visual relationships.
Studio Process & Revision	Sustains experimentation; documents feedback and meaningful revision.	Shows planning, effort and a clear critique-informed change.	Completes stages with limited refinement or evidence of revision.	Needs structured checkpoints to make and explain a revision.
Reflection & Cultural Context	Uses specific visual evidence, ethical context and a precise next goal.	Explains choices, credits sources or viewpoints, and sets a useful next step.	Reflection gives general comments; evidence or context is incomplete.	Needs prompting to identify a decision, source or next step.

Scores: Idea ____ / Skills ____ / Composition ____ / Process ____ / Reflection ____ Total ____ / 20

Feedback: One strong artistic choice is _____

One next move that would be visible in the artwork:

Student self-assessment

Circle a level and point to evidence in your work.

I explored more than one idea.

Not yet / Sometimes / Consistently / Independently and deeply

---

I used the target art skill intentionally.

Not yet / Sometimes / Consistently / Independently and deeply

---

My composition communicates what I want.

Not yet / Sometimes / Consistently / Independently and deeply

---

I used feedback to improve my work.

Not yet / Sometimes / Consistently / Independently and deeply

---

I can name a specific next step.

Not yet / Sometimes / Consistently / Independently and deeply

---

Teacher documentation record

Keep only the evidence needed for instruction, using local privacy rules.

Student/class ID: _____ Dates: _____

Process documentation collected: thumbnails □ observations □ critique □ revision □ reflection □

Evidence-based next instruction:
