Unit assessment rubric

# Introduction

This rubric will be used to assess your work in completing and presenting your group’s digital media artefact.

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| **Criterion** | **No evidence – 0 points** | **Beginning – 10 points** | **Developing – 20 points** | **Excelling – 30 points** |
| **Planning with pre-production materials** | No evidence provided  | The pre-production methods used were basic and ideas were beginning to become clear. | The pre-production methods used were clear and the presentation of them showed good progression. | The pre-production methods used for the media artefacts created were excellent and well presented. |
| **Logo design and creation** | No evidence provided  | The logo design was clear, with some limited evidence of design choices. The technical creation began to meet the design. | The logo was well designed, with clear reasons for design choices made. The technical creation showed good development of the design ideas. | The logo was well designed, with clear reasons for design choices made. The technical creation of the logo showed a highly sophisticated use of the tools. |
| **Creative interpretation of brief** | No evidence provided  | The group showed a limited creative interpretation of the brief. Their presentation showed a basic level of development of ideas. | The group interpreted the brief creatively. Their documentation and presentation showed good progress of design ideas. | The group interpreted the brief creatively. Their documentation and presentation showed a highly developed flow of design ideas and reasoning. |
| **Technical delivery of the artefact** | No evidence provided  | The media artefact delivered by the group showed a basic understanding of the technical tools used. | The media artefact created by the group was delivered to a good technical level. The development of ideas through the technical tools was clear. | The media artefact created by the group was delivered to a high technical level. The group demonstrated a successful use of the tools. |
| **Group work and collaboration** | No evidence provided  | Teamwork and collaboration was evident, however, it was demonstrated at a limited level. | Teamwork and collaboration was clear, but some group members appeared to be taking on more work than others. | Teamwork and task delegation was excellent, with all group members playing an active part in the successful delivery of the project. |
| **Presentation and documentation** | No evidence provided  | The presentation began to show some limited use of the tools and methods. The documentation of the process was limited in its coverage. | The presentation showed some use of the tools and methods. The documentation showed good progression through the process. | The presentation was well developed and clearly presented, and all group members participated. The documentation of the process followed by the group was clear and covered all stages of the process. |

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