Stage 2 – Summative Assessment Selected Response Evidence

Task Blueprint
Name of Task Developer: Christine Huang
Content Area: Art (Graphic Design)
Grade Level: 10
Student Objective(s):   -Successful advertisements that draw in many consumers depend on the consistency between the concepts and messages of advertisements with the main purpose of the company.   a. Creating a successful company requires a lot of research, planning, and experiments in order to become successful.   b. Companies that are successful must excel in their purpose, product design, and advertisement design.   -Designers and advertisers use the Principles and Elements of Design through the decisions of typography, positioning of content, the content itself, and the medium.   -The improvement of ads, logos, product design, requires constant constructive feedback.   -The concept of persuasion and how various persuasive techniques are used in advertisement.   -Trade shows are one venue for companies to persuade and advertise potential customers.
Purpose of Assessment: The purpose of this assessment is to get an understanding as to what students have learned through the process of creating their own company and advertisements.
Name of Assessment Task: Double Check
Type of Assessment Task: Knowledge
Cognitive Domain: Cognitive
Task Overview: (Describe what students are being asked to do. Provide instructions, prompts, and/or sample questions as appropriate.)   **Multiple Choice**   1) One type of persuasion that appeals to core values is called: a) bandwagon   b) glittering generalities   c) testimonial

d) citing statistics

2) In typography, "ft" is a common example of which of the following?
        a) tracking
        b) kerning
        c) ligature
        d) leading

3) What is the best way to addresses the problem of a one-line text not being able to fit entirely on a poster?
        a) color
        b) multiple layers
        c) leading
        d) font size

Binary Choice

____ ____ 1) Early advertisements were painted or drawn.
 T   F

____ ____ 2) The grid is the only layout technique that can be used.
 T   F

____ ____ 3) Another term for ascender height is called "topline".
 T   F

Matching

Match the font name with its font.

1. _____ Garamond	a. Typeface
2. _____ Helvetica	b. Typeface
3. _____ Gotham	c. Typeface
4. _____ Kunstler Script	d. Typeface
5. _____ Futura	e. Typeface
6. _____ Didot	f. Typeface
	g. Typeface
	h. Typeface

Interpretive Exercises

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nam nibh. Nunc varius facilisis eros. Sed erat. In in velit quis arcu ornare laoreet. Curabitur adipiscing luctus massa.	L o r e m i p s u m d o l o r s i t a m e t , c o n s e c t e t u e r a d i p i s c i n g e l i t . N a m n i b h . N u n c v a r i u s f a c i l i s i s e r o s . S e d e r a t . I n i n v e l i t q u i s a r c u o r n a r e l a o r e e t . C u r a b i t u r a d i p i s c i n g l u c t u s m a s s a .	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nam nibh. Nunc varius facilisis eros. Sed erat. In in velit quis arcu ornare laoreet. Curabitur adipiscing luctus massa.	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nam nibh. Nunc varius facilisis eros. Sed erat. In in velit quis arcu ornare laoreet. Curabitur adipiscing luctus massa.
A	**B**	**C**	**D**

_____ Which of the four examples above shows a problem with leading?

_____ Which of the four examples above shows a problem with kerning?

Evaluation Criteria/Evidence:

This assessment task covers detailed design concepts. It will be used to assess students' consideration and knowledge of all the major aspects and problems that occurs with advertisement design and process. Grades of 80% and higher show a clear grasp on the concepts and terms.