

## Creative Arts Visual Communication



<b>Criteria</b>	<b>1 – Developing</b>	<b>2 – Sufficient</b>	<b>3 – Proficient</b>	<b>4 – Exemplary</b>
<i>Concept Communication</i>	Concept/idea or intention/topic is poorly visualized/demonstrated and/or lacks in creativity. The viewer has definite difficulties in interpreting the message, mood, intent, tone, or structural design inherent in the work.	Concept/idea or intention/topic is adequately visualized/demonstrated in a creative or artistic manner. The viewer may have difficulties in interpreting the message, mood, intent, tone, or structural design inherent in the work.	Concept/idea or intention/topic is mostly evident when visualized/demonstrated in a creative or artistic manner that imparts mostly clear ideas to the viewer regarding the message, mood, intent, tone, or structural design inherent in the work.	Concept/idea or intention/topic is explicitly visualized/demonstrated in a creative or artistic manner that imparts clear ideas to the viewer regarding the message, mood, intent, tone, or structural design inherent in the work.
<i>Vocabulary/ Skills/Technique Utilized</i>	Concept or topic is poorly visualized/demonstrated. Student lacks in applying the discipline’s vocabulary, skills, and technique inherently used in the discussion of and/or making of the art-form. Student demonstrates a poor level of the skills utilized and/or tools utilized in the presentation.	Concept or topic is visualized/demonstrated in an adequate manner. Some of the time, the student uses the discipline’s vocabulary, skills, and technique inherently used in the discussion of and/or making of the art-form. Student demonstrates an average level of performance in the skills and/or tools utilized in the presentation.	Concept or topic is visualized/demonstrated with good use of discipline’s vocabulary, skills, and technique inherently used in the discussion of and/or making of the art-form. Student demonstrates a good performance in the skills and/or tools utilized in the presentation.	Concept or topic is visualized/demonstrated with excellent use of discipline’s vocabulary, skills, and technique inherently used in the discussion of and/or making of the art-form. Student demonstrates mastery and original interpretation of the skills and/or tools utilized in the presentation.
<i>Aesthetic Style/Appeal</i>	Overall visual design demonstrates poor clarity and/or decision making in the overall appearance of the work. Visual design lacks in cohesiveness, visual appeal, and/or clear thematic design. Design elements are not well refined or do not synthesize well together.	Overall visual design demonstrates adequate clarity and/or decision making in the overall appearance of the work. Visual design is mostly cohesive, appealing, and/or thematically unified. Some design elements may be more refined than others within the presentation.	Overall visual design demonstrates good clarity and typically judicious decision making in the overall appearance of the work. Visual design is cohesive, appealing, thematically unified with full attention to most of the design elements incorporated.	Overall visual design demonstrates excellent clarity and judicious decision making in the overall appearance of the work. Excellent design choices are utilized to present a cohesive, appealing, thematically unified, visual design with full attention to all of the design elements incorporated.
<i>Organization</i>	The communication of ideas through the visual design hardly ever uses important conventions of organization particular to a specific discipline including presentation and stylistic choices. No clear theme is present and/or the components being communicated blend together in a disorganized or unrelated manner.	The communication of ideas through the visual design sometimes uses important conventions of organization particular to a specific discipline including presentation and stylistic choices. A somewhat unclear theme is present in which the components being communicated may relate to each other but not in a clearly organized fashion.	The communication of ideas through the visual design usually uses important conventions of organization particular to a specific discipline including presentation and stylistic choices. An overall, albeit general theme is present in which the components being communicated relate to each other in a generally clear framework.	The communication of ideas through the visual design clearly uses important conventions of organization particular to a specific discipline including presentation and stylistic choices. A clear theme is present in which the components being communicated relate to each other in a well-planned framework.
<i>Edited 7/14/2015</i>				

## Creative Arts

Courses in this category focus on the appreciation and analysis of creative artifacts and works of the human imagination. Courses involved the synthesis and interpretation of artistic expression and enable critical, creative, and innovative communication about works of art.

## Core Objectives

- **Critical Thinking Skills:** To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- **Communication Skills:** To include effective development, interpretation and expression of ideas through written, oral and visual communication
- **Teamwork:** To include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
- **Social Responsibility:** To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities