

	2 pts.	5 pts.	8pts	10 pts.
Students will find a present-day organization that supports their environmental awareness cause	The environmental issue the student has chosen is not clear at all	The environmental issue the student has chosen is somewhat clear in their artwork but could be easily confused for a different environmental issue	The environmental issue the student has chosen is somewhat clear in their artwork	The environmental issue the student has chosen is clear in their artwork
Students will research an environmental issue our world faces today and paint an effective poster design that makes our audience react in either a negative or positive way. (VA:Cr1.2.1a - Shape an artistic investigation of an aspect of present day life using a contemporary practice of art or design.)	Student paints a poster that does not at all impact the audience through imagery or text	Student paints a poster that impacts the audience through imagery OR text	Student paints a poster that somewhat impacts the audience through imagery and text	Student paints a poster that impacts the audience through imagery and text
Through an in-process critique, students will explain and describe their sketches to a small group of peers in order to get constructive feedback. (VA:Cr3.1.1a - Apply relevant criteria from traditional and contemporary	Student did not present their sketches or accept feedback as well as did not offer feedback to other individuals in the group	Student did not present their sketches or accept feedback but did offer constructive feedback to other individuals in the group	Student participated in a small group critique by presenting their sketches and accepting feedback but did not offer constructive feedback to other individuals in the group	Student participated in a small group critique by presenting their sketches and accepting feedback as well as offering constructive feedback to other individuals in the group

cultural contexts to examine, reflect on, and plan revisions for works of art and design in progress.)				
Through discussion, students will describe the impact that effective artwork has on a community. (VA:Pr6.1.1a - Analyze and describe the impact that an exhibition or collection has on personal awareness of social, cultural, or political beliefs and understandings.)	Student did not address the impact of effective artwork at anytime	Student did not describe the impact of effective artwork through discussion but later did in conversation or in their artist statement	Student somewhat described the impact that their effective piece would have on a viewer and on a community	Student successfully described the impact that their effective piece of artwork would have on a viewer and on a community
Students will look at the work of Steffen Kraft aka ICONEO, and through imagery and text, create their own poster design that evokes feeling and understanding from the viewer. (VA:Re.7.2.1a - Analyze how one's understanding of the world is affected by experiencing visual imagery.)	The imagery and design within the poster do not match the effectiveness of the text of the poster	The student created a poster design that either included effective design and impactful imagery OR text within their poster	The student created a poster design that included effective design, impactful imagery, and the text somewhat matched both the design and imagery	The student created a poster design that included effective design, impactful imagery, and text to match both design and imagery