

Communication

Evaluation Report

- Answer the questions on the T-Shirt Design Evaluation Report handout. Word process.

Level One	Level Two	Level Three	Level Four
10 11	12 13	14 15	16 18 20
Sentences are limited in their proper structure and grammar	Sentences are somewhat well structured and grammatically correct	Sentences are considerably well structured and grammatically correct	Sentences are well structured and grammatically correct
Paragraph have limited structure	Paragraphs are somewhat well structured	Paragraphs are considerably well structured	All paragraphs are well structured
Analysis is limited in its scope	Analysis is somewhat thorough	Analysis is considerably thorough	Analysis is thorough and addresses the design challenge

Thinking and Inquiry

Solutions: Theme Investigation

Answer the following questions regarding the t-shirt design that you will create.

- 1) What is the theme of your t-shirt?
- 2) Who is your target audience? Describe with regards to age, gender, social and economic background.
- 3) Why will it appeal to the target audience?

Level One	Level Two	Level Three	Level Four
10 11	12 13	14 15	16 18 20
Theme investigation is limited	Theme investigation is somewhat thorough	Theme investigation is considerably thorough	Theme investigation is thorough
Sentences are limited in their proper structure and grammar	Sentences are somewhat well structured and grammatically correct	Sentences are considerably well structured and grammatically correct	Sentences are well structured and grammatically correct

Solutions: Catch Phrases (5)

Make a list of 5 catch phrases that will attract someone's attention when looking at your t-shirt.

Level One	Level Two	Level Three	Level Four
5	6	7	8 9 10
Catch phrases are limited in originality; relates to the t-shirt theme in a limited way	Catch phrases are somewhat original and enticing; somewhat relate to the t-shirt theme	Catch phrases are considerably original and enticing; considerably relate to the t-shirt theme	Catch phrases are original, enticing and strongly relate to the t-shirt theme

Solutions: Thumbnail Sketches of Images (5)

In pencil, draw thumbnail sketches of 5 different images that may be included in your design. Use the handout given. They may be variations of the same image. Your goal is to get a variety of images from which, you can make a good choice.

Level One	Level Two	Level Three	Level Four
5	6	7	8 9 10
Sketches have limited neatness; pencil not used	Sketches are somewhat neat; pencil used	Sketches are considerably neat; pencil used	Sketches are neatly drawn using pencil
Sketches are troublesome to recognize	Sketches are somewhat recognizable	Sketches are considerably recognizable	Sketches are easily recognizable
Sketches have limited relevance to the concept of the t-shirt theme	Sketches somewhat relates to the concept of the t-shirt theme	Sketches considerably relate to the concept of the t-shirt theme	Sketches strongly relate to the concept of the t-shirt theme

Solutions: Thumbnail Sketches of T-shirt Layout (5)

Having chosen the best phrase and image for your t-shirt, draw 5 thumbnail sketches of the t-shirt layout. In other words, draw 5 variations of how the final t-shirt will look when you arrange your chosen image with your chosen text on the shirt. Do not use different images or phrases. Use the paper provided.

Level One	Level Two	Level Three	Level Four
10 11	12 13	14 15	16 18 20
Neatness of sketches is limited	Sketches are somewhat neat; pencil used	Sketches are considerably neat; pencil used	Sketches are neatly drawn using pencil
Evidence of good design is limited	Sketches somewhat reflect good design	Sketches considerably reflect good design	Sketches reflect good design
Variety of arrangements is limited; different images or different phrases used	Some variety of arrangements made, using one image and one phrase	Considerably variety of arrangements made, using one image and one phrase	Variety of arrangements made using one image and one phrase
Content of t-shirt layouts reflects the use of more than one iron-on	T-shirt layouts somewhat reflects the content of only one iron-on	T-shirt layouts considerably reflects the content of only one iron-on	T-shirt layouts reflects the use of only one iron-on

Application Part 1

Colour Drawing of T-Shirt Layout

Create a detailed drawing of your chosen design. Colour your drawing using pencil crayons. Use the 8 ½ by 11" sheet of paper with the t-shirt layout.

Level One	Level Two	Level Three	Level Four
10 11	12 13	14 15	16 18 20
Neatness of layout is limited	Layout is somewhat neat; pencil crayons used	Layout is considerably neat; pencil crayons used	Layout is neatly drawn using pencil crayons
Difficult to recognize elements	All elements are somewhat easy to recognize	All elements are considerably easy to recognize	All elements are easily recognizable
Content of t-shirt layouts reflects the use of more than one iron-on	T-shirt layouts somewhat reflects the content of only one iron-on	T-shirt layouts considerably reflects the content of only one iron-on	T-shirt layouts reflects the use of only one iron-on*

* The design challenges states that you only use one iron-on, therefore, you cannot have 2 images the size of an iron-on.

Application Part 2

Technical Merit of Raster Graphics Program (PhotoShop)

Level One	Level Two	Level Three	Level Four
10 11	12 13	14 15	16 18 20
Image has limited integrity	Image integrity is somewhat intact	Image integrity is considerably intact	Image integrity is intact*
Appropriate use of layers is limited	Use of layers somewhat appropriate	Use of layers considerably appropriate	Appropriate use of layers
Manipulation techniques misused	Manipulation techniques somewhat appropriate	Manipulation techniques considerably appropriate	Appropriate use of manipulation techniques

* Image integrity means that the images have been cleanly cut out; the image is not damaged by cutting too deeply; no excess background has been left behind

** Manipulation techniques may include the use of contrast, colour manipulation, filters, etc.

Design and Theme

Level One	Level Two	Level Three	Level Four
10 11	12 13	14 15	16 18 20
Composition shows limited use of good design	Composition somewhat depicts good design	Composition considerably depicts good design	Composition depicts good design
Planned look of composition is limited and cluttered; good use of open space is limited	Composition looks somewhat planned and uncluttered; somewhat good use of open space	Composition looks considerably planned and uncluttered; considerably good use of open space	Composition looks purposely planned and uncluttered; open space used appropriately
Final layout reflects the theme in a limited way; design is limited	Final layout has somewhat good design and reflects t-shirt theme	Final layout has considerably good design and reflects the t-shirt theme	Final layout depicts good design and reflects the t-shirt theme in a strong way

Unity: Concept

Level One	Level Two	Level Three	Level Four
5	6	7	8 9 10
Concept of the t-shirt design is limited in its strength	Concept of the t-shirt is somewhat strong	Concept of the t-shirt design is considerably strong	Concept of the t-shirt design is strong

Unity: Visual

Level One	Level Two	Level Three	Level Four
5	6	7	8 9 10
Connection of elements on a visual level is limited	All elements are somewhat connected to create a strong theme	All elements are considerably connected to create a strong theme	All elements are visually connected to create a strong theme