Name: _____

TGG Performance Task
Eddies Poster Assignment

Content and Purpose	Level One	Level Two	Level Three	Level Four
	20 22	24 26	28 30	32 36 40
All required content is included Purpose of each piece adequately addressed				

Printed Material	Purpose	Required Content	
Poster Wide 11" Tall 17"	To advertise the Eddies Film Festival To direct people to the website to submit their work Include event details Submission deadline	Categories (drama, comedy, etc.) Date of event Reception start time Awards start time Location Submission Deadline	Submission Information URL www.theeddies.ca The Tech Ed Logo The Eddies Logo The Halton DSB Logo
2 Sided Program Card Wide 5 ½" Tall 8 ½"	The category awards in the order that they are presented	Welcome to the Eddies Film Festival Date Category Awards + Palme D'Eddie Technical Awards URL www.theeddies.ca	Reception start time Awards start time Intermission The Winners Reel The Tech Ed Logo The Eddies Logo The Halton DSB Logo
Admisison Ticket Wide 6 3/16" Tall 2 3/16	Dunno - everyone gets in for free - door prize maybe	"General Admission" Date: May 29, 2018 Reception time: 6:30 p.m. Awards show time 7:00 p.m.	www.theeddies.ca The Tech Ed Logo The Eddies Logo The Halton DSB Logo
VIP Invitation Card Wide 5 ½" Tall 4 ¼"	Invite administration and trustees from the board to the event	"You have been cordially invited to…." Date: May 29, 2018 Reception time: 6:30 p.m. Awards show time 7:00 p.m.	www.theeddies.ca The Tech Ed Logo The Eddies Logo The Halton DSB Logo

Design Rubric	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
All design principles are effectively used* Good design is implemented in all the formats **				

* Design principles include Unity & Variety, Emphasis and Subordination, Balance and Gestalt. Please note that balance should be asymmetrical unless there is a strong reason to use it otherwise.
** The formats include the poster, the 2 sided program card, admission ticket, VIP invitation

Balance of Consistency and Variety	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Consistency of design is implemented throughout the three formats * Some variety included to keep the designs interesting				

* The formats include the poster, the 2 sided program card, admission ticket, VIP invitation

Technical merit of PhotoShop	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Effective use of layers: each layer contains only one object, each layer labelled Integrity of images is intact: images are cleanly separated from it's background, no "residue" Integrity of text is intact, no pixelation from stretching Filters and adjustment layers judiciously and effectively used Proper dimensions and resolution for each format				

Technical merit of Illustrator	Level One	Level Two	Level Three	Level Four
	10 11	12 13	14 15	16 18 20
Effective choice and employment of tools are used to create an accurate rendering of the intended illustration which includes the effective use of the pen tool * Image is sophisticated				

* Using the control handles and anchor points to manipulate straight or curved lines while using a minimal number of anchor points).