

Assessment Artifact CTVC052 Visual Communication II

SLO:

1. Produce graphic design pieces with type, images, and graphics.
2. Differentiate the moods of the typeface families.
3. **Explain the ethical and legal standards regarding the use of visual media.**

Method/Tool: Individual students will create an electronic presentation on the ethical and legal vocabulary in the use and creation of visual media.

Criteria: 80% of the students will score 70% or better on the rating sheet below.

Student #: _____ **School** _____ **Date:** _____

SLO	Criteria		Yes	No
3	1	Created an electronic presentation (PowerPoint/Keynote/Prezi, etc.)		
3	2	Include and define the term: Copyright		
3	3	Include and define the term: Fair Use		
3	4	Include and define the term: Public Domain		
3	5	Include and define the term: Intellectual Property		
3	6	Include and define the term: Plagiarism		
3	7	Include and define the term: Creative Commons		
3	8	Presentation delivery was clear with proper eye contact.		
3	9	Include slide transitions in electronic presentation.		
3	10	Presentation was organized in a logical sequence.		

_____ out of 10 **TOTAL SCORE:** _____ %

Comments/ notes:
