

Assessment

Producer demonstrated understanding of the following concepts, practices, and applications:

- Audience and purpose
- Application of the principles of design
- Productive process
- Knowledge of typefaces and styles
- Usage of the software applications used to produce publication
- Understanding of techne as productive knowledge through reading responses and class discussion

Quality Determination

Score	Degrees of Quality
5	Exceptional understanding
4	Highly Satisfactory understanding
3	Satisfactory understanding
2	Less than satisfactory understanding
1	Little or no understanding