



## Advertising Design Employability Profile

<b>Student:</b>	<b>Student ID:</b>	<b>Date:</b>
-----------------	--------------------	--------------

### Evaluation Grading Scale

Unsatisfactory (1)	Needs Improvement (2)	Meets Expectations (3)	Exceeds Expectations (4)
Does not demonstrate the skills required for the position and is in need of a formal plan for improving skills. Additional training needed.	Inconsistently demonstrates the skill needed for the position. Further development is needed.	Demonstrates the skills for the position with rare exceptions. Shows initiative for improving skills.	Consistently demonstrates skills required for the position. Often exceeds expectations and has emerged as a leader of the team.

	Performance Expectations/Skills (The Proficient Advertising Design Student will)	NA	1	2	3	4
1	Demonstrate employability skills that will help them get a job and meet employer's professional expectations.					
2	Demonstrate academic knowledge and skills that meet postsecondary requirements.					
3	Consistently demonstrate safe practices and healthy relationships.					
4	Properly select, use, store, and maintain all tools and equipment.					
5	Effectively read a variety of materials and communicate in a variety of situations.					
6	Accurately solve mathematical calculations, and apply geometric concepts, in context.					
7	Accurately measure within industry-standard tolerances.					
8	Demonstrate grit. Persevere through challenges and not give up.					
9	Follow legal and ethical practices.					
10	Demonstrate and apply computer literacy concepts and terminology.					
11	Apply the elements, principles and procedures of design.					
12	Apply the rules and use typography both as text and art.					
13	Apply technical and aesthetic skills in photography.					
14	Create and manipulate pixel based imagery.					
15	Create and manipulate vector based graphics for digital illustration.					
16	Create and manipulate page-layouts and create print ready documents.					
17	The proficient student will consult with clients to ensure projects meet their needs and budget.					
18	<b>Based on your knowledge of this student, how would you rate his/her overall performance?</b>					

Date	Certifications

Date	Industry Assessments

Date	Additional Accomplishments

Date	Work Based Learning Experiences

Additional Comments	

Signature of Reviewer:	Title:
Print Name:	Date: