

## GOALS & SCALES FOR COMMERCIAL & DIGITAL ARTS

LEVEL	DESCRIPTIONS
<b>4</b> <b>ART DIRECTOR</b>	<p><b>One cognitive level above the Target Goal.</b></p> <ul style="list-style-type: none"> <li>- What skills/ application is one step beyond the goal?</li> <li>- NOT just one grade level up.</li> </ul>
<b>3</b> <b>DESIGNER</b>	<p><b>Target Goal - Industry Standard</b></p> <ul style="list-style-type: none"> <li>- Proficient in state standards assigned the course</li> <li>- Has demonstrated mastery through completed projects.</li> </ul>
<b>2</b> <b>I do graphics...</b>	<p><b>One cognitive level below the Target Goal.</b></p> <ul style="list-style-type: none"> <li>- What skills/knowledge is necessary one step before the goal?</li> <li>- NOT just one grade level back.</li> </ul>
<b>1</b> <b>Rainbow Gradient</b> <b>Comic Sans</b>	<ul style="list-style-type: none"> <li>- With help from the instructor, student has only partial success with the content.</li> </ul>
<b>0</b> <b>The IDMW kid</b> <b>Generic Crayon</b>	<ul style="list-style-type: none"> <li>- Even with help from the instructor / peers, student no success with the content.</li> </ul>

## Uni-Dimensional Scale Template

**Instructions:** Well-planned scales guide students toward mastery of the lesson content. Use this document to practice creating uni-dimensional scale, which measure singular skills or topics, designed to align to each learning goal within the unit. Select a learning goal and create a scale related to the goal. Begin by writing a level 3.0 Target Goal aligned to the lesson standard(s). Then, use Marzano's New Taxonomy to write a level 2.0 target one level of cognition below the TARGET GOAL and a 4.0 target one level of cognition above the TARGET GOAL.

4	
3	
2	
1	With help from the teacher, the student has partial success with the unit content.
0	Even with help, the student has no success with the unit content.