



Reflect and Apply (8.1.2)

Defining Assessment Attributes

An effective way to distinguish authentic assessment from traditional assessment is based on their defining attributes. Although the two forms of assessment may vary considerably in how they are implemented, in practice they may be distinguished along a number of the continua. The criteria below guide you through the identification of those attributes. You can use this model to help you determine whether the examples of tasks provided below reflect traditional or authentic assessment, depending on where they fall along each of the continua.

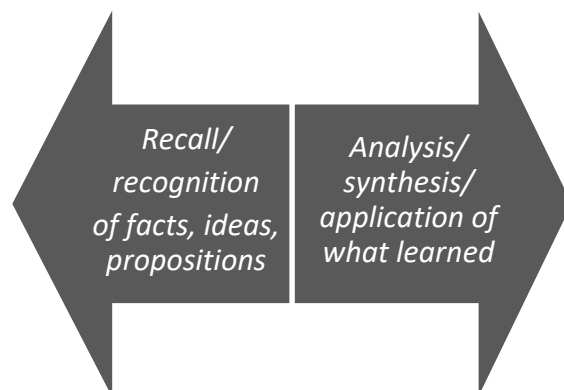
- ✓ Demonstration of understanding:



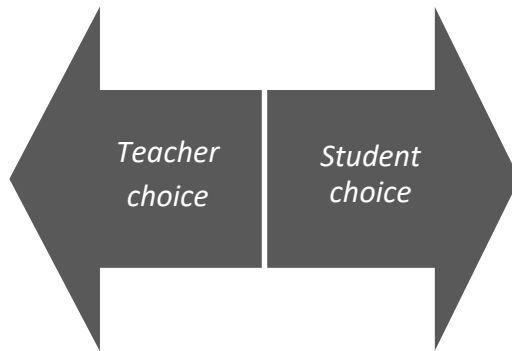
- ✓ Indication of proficiency:



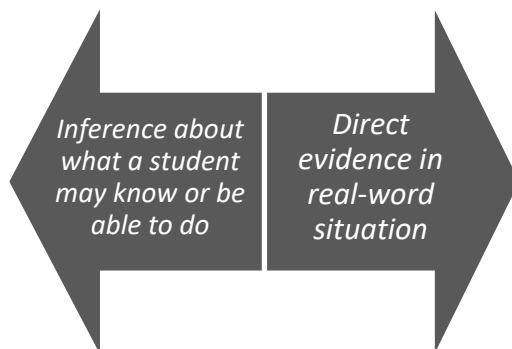
- ✓ Recall/recognition of knowledge vs. Construction/application of knowledge:



- ✓ Assessment structure:



- ✓ Evidence of application and construction of knowledge:



Example 1

Your team works in a virtual travel agency. Your manager has asked you to work on an effective marketing strategy for a new vacation resort for young and active tourists.

Design a website to attract tourists to your vacation resort and present your website to a prospective clientele (your classmates). Follow these directions carefully:

1. The website must be created with www.wix.com.
2. The website must contain videos, photographs, or pictures showing the location and giving an idea of the main features of the resort, as well as the main activities offered to the target clients.
3. The videos, photographs, or pictures must contain captions that describe them.
4. The captions must show use of the vocabulary and grammar structure of this lesson.

Example 2

Visit the following website: www.hardrockhotelpuntacana.com. This is a vacation resort that targets a young and active clientele. Look at the videos, photographs, or pictures on the website and match them with the captions provided below describing the location, the main features, and the activities offered at the resort.