

Name:

Project:

Children's Book

Date:

Artistic DESIGN 80%

	Excellent	Good	Average	Inadequate	POINTS
	[18-20]	[13-17]	[6-12]	[0-5]	
Graphics: Clear, Relevant & Original	Graphics are <i>completely</i> original (no borrowed imagery or ideas), are creative and well-executed, The graphics are age-appropriate, engaging and eye-catching. The graphics are meaningful and show that a personal style was explored (a lot of experimentation with the 1 page, 3 ways task).	Most of the graphics used fit the overall look of the book. The majority of the graphics are original. One or two of the graphics or effects used in the design reflect student creativity. Any appropriated images are credited to the original artist(s) and have been sufficiently transformed and repurposed.	Choice of graphic(s) could use improvement; graphic(s) are confusing or misleading, borrowed graphics have a source citation. Graphics are made by the student, but are based on the designs or ideas of others. Graphics have not been sufficiently transformed and repurposed.	Graphics were not carefully chosen or work <i>against</i> the book. Graphics are someone elses': traced or stolen and are not credited to the original artist. Graphics were not sufficiently transformed or repurposed and the artist is in danger of violating copyright laws.	20
Format: Page Layout, Composition & Text/Font	The compositions are thoughtfully composed and serve a purpose. Page layouts and book format fit the concept. A strong exploration of layout and text options was made (detailed storyboards). Fonts and text carefully researched & chosen. The overall shape of the book was considered. All help to convey the proper sentiment /objective of the book.	Some attempts made to try different layouts and compositions. The format of the book fits the overall concept. The text is readable and age-appropriate, but the font could be more carefully chosen. The overall shape of the book was considered.	Different compositions not explored. Layouts are not dynamic or interesting, but do lead the viewer through the book. The format does not fully support the concept of the book. The font is adequate, but little font research attempted.	The compositions/layout work <i>against</i> the idea or story. Different compositions were not even attempted. The format was not considered and/or works <i>against</i> the book. The text was arbitrarily chosen.	20
Craft work & Requirements	The materials and approaches used fit the idea of the book, are skillfully used and applied. Book components carefully cut, glued and assembled. All requirements met (1 page 3 ways, storyboards/ layout submitted, front & back cover complete, etc.)	2 good craft skills shown. The art materials were handled well and the approach supports the book. The majority of the requirements were met.	1 (or fewer) craft skills shown. Materials were not carefully chosen. The artist did not have a strong control of the materials. 1 (or fewer) of the requirements were met.	Artist did not craft a quality book. The materials were arbitrarily or carelessly chosen. The majority of the requirements were not met or were disregarded.	20
Artistry, Design & Concept Development	All of the design choices work together to create a professional-looking, attractive product. Content & design choices are age appropriate. Strong concept based on personal research & development. The concept is original and/or clever. Student can explain his/her design decisions.	Concept is relatively clear, design has some strong and some weak elements. More research and concept development needed. Craft-work is strong. Student can explain 1-2 design decisions.	Design elements are not carefully chosen or applied. The overall design is not visually appealing/ appropriate and not well-crafted. Student unable to fully explain 1 design decision.	Design elements do not work together; work is dirty/sloppy, in the wrong format, little research or concept development. The theme or idea of the book is confusing/unfocused. Student unable/unwilling to explain any design decisions.	20

Total Points 80

Artistic PROCESS 16%

	Excellent	Good	Average	Inadequate	POINTS
	[4]	[3]	[2]	[1]	
Experimental & Exploratory	Tried many approaches to the assignment, gained new knowledge through personal experimentation/exploration.	Did some experimenting with materials, processes and/or ideas.	Little exploration or experimentation, had to be pushed to experiment & explore.	Did not experiment with or explore materials, process or ideas.	4
Effort & Will	Focused, willing to revise/rework, gave & received feedback, pushed oneself. Student was self-motivated.	Worked to potential, was focused.	Did minimum to complete the assignment.	Showed little or no interest in the assignment or in learning something new; little effort given.	4
Skillful Use of Materials & Technologies	Worked independently, successfully used a variety of skills, materials and approaches learned in class. Showed skill and comfort with the technology. Spaces and materials kept clean and treated with respect.	Used 1-2 new materials or approaches. Generally showed able use of the technology. Spaces and materials kept clean and treated with respect.	Materials not cleaned/handled properly. Technologies and/or materials not skillfully used.	Unable to successfully apply skills learned in class independently. Materials and technologies not used appropriately. Spaces and materials not kept clean and/or treated with respect.	4
Time Management	Work was on time; worked well in and out of class, helped others, punctual.	Majority of the work was on time, stayed on task most days.	Reminders given, unable to structure one's own work time.	Work was not on time, was a distraction to others, needed to be kept on task.	4

Total Points 16

Artistic MERIT 4%

Bonus	Exceeded the expectations of the assignment Interactive or clever component
--------------	--

4

GRADE 100