

Digital Art 1

Book Cover Design Project

Name: _____

Descriptor	5	4	3.5	1-3	0	Score
Composition	Strong, interesting composition due to use and placement of compositional elements (elements, principles, balance, etc.)	Interesting composition due to use and placement of compositional elements Could be made better with minor changes in compositional elements	Somewhat interesting composition due to use and placement of compositional elements, but clearer connections could be made.	Minimal thought in the use or placement of compositional elements.	Thought was not put into visual appeal, careless about composition	
Engaging (Visual & Idea)	Engages the viewer by making them want to keep looking at and investigating the work through both the visual choices and ideas	Engages the viewer by making them want to keep looking at and investigating the work through the visual choices OR the ideas	Interesting to look at, but does not hold your interest very long.	Interesting for a glance, but nothing holds your attention.	Not engaging to viewer	
Purpose Points x2	Purpose is extremely clear; it is obvious why you made this work. It also relates to project assigned strongly. Relates strongly to research/purpose of cover	Understandable purpose, but not immediate. Strongly relates to project. Relates strongly to research/purpose of cover	Understandable purpose, but not immediate. Relates to project. Relates to research/purpose of cover	Purpose is there, but takes time to understand, or artist may have to explain it. Purpose does not strongly link to project. Vaguely relates strongly to research/purpose of cover	No clear purpose of work. Does not relate to research	POINTS x2
Creativity/ Originality	Both ideas and composition in the work demonstrate a variety of fresh and innovative thinking effectively; things are looked at from a new perspective. Risks are taken to create innovation. No mimicking or cliché. Interesting/new use of materials	Both ideas and composition in the work demonstrate fresh and innovative thinking to some effectiveness. Some risks are taken to create innovation. No mimicking or cliché.	Either ideas or composition in the work demonstrate some fresh and innovative thinking to some effectiveness. Little risks are taken. Some mimicking or cliché.	Little innovation in thinking about ideas or composition. Some mimicking or cliché.	No innovation in thinking; work is significantly copied or cliché.	
Color/Tone	Wide variety of tones or contrast in use of color, use of color was purposeful, matches work	Color use is purposeful, but there could be more contrast/variety in tone. Color choices fit with work	Some variety in tone and contrast. Color is purposeful, fits with work.	Little variety in tone and contrast. Color is accidental, doesn't fit with work.	Dull colors/no variety in tone	
Detail	Large amounts of detail, easy to tell because of skillful technique and composition	Large amounts of detail, detail may be somewhat disguised due to technique	Substantial amount of detail, but could be more due to how image was composed or technique used	Some detail, may be disguised due to composition or technique	Little to no detail	

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Craftsmanship	Work is excellent quality and looks professional (neatness, skill, matting, etc.)	Work is good quality, one element of quality is not excellent	Work is adequate quality, two or three quality elements are not excellent quality.	Work is adequate quality, multiple elements are poor. Looks messy.	Work is extremely poor quality	
Meaning Points x3	It is obvious what your meaning is, and it relates to the project strongly. Meaning viewer understands from work matches artist's intention Artist can explain meaning clearly. Meaning is clearly communicated by your design choices	Understandable meaning. Strongly relates to project. Meaning viewer understands from work may not match artist's intention Artist can explain meaning clearly. Meaning is clearly communicated by your design choices	Difficult to understand meaning, artist may have to explain. But there is still a significant message in work Artist can explain meaning vaguely. Meaning is communicated by your design choices.	Difficult to understand meaning and meaning is minimal. Artist may have to explain work. Artist can explain meaning vaguely. Meaning is vaguely communicated by design choices	Requirements not met for a meaningful work. Artist cannot explain meaning. Design choices do not communicate meaning	POINTS x3
Thought & Effort	Significant amount of thought and effort behind the work. Work is better because of it. Time used wisely	Significant amount of thought and effort behind the work.	Substantial amount of thought and effort behind the work, but seems rushed.	Minimal amount of thought and/or effort put into work. Student rushed or fooled around.	No thought or effort	
Focus	Artwork revolves over one central idea without any scattered thoughts. Sticks to the main idea of artwork.	Artwork revolves around a central idea with a few scattered thoughts. Idea is recognizable but not instantly clear.	Central idea is vague but begins to make sense and pull together. Lacks detail to support main idea.	Scattered ideas with a very vague main idea.	Has no main idea.	
Use of Gestalt Principles Points x2	Strong, interesting composition that clearly communicates message due to the use of the Gestalt Principles.	Interesting composition that clearly communicates message due to the use of the Gestalt Principles. Could be made better with minor changes in use of Gestalt Principles	Somewhat interesting composition that communicates message due to the use of the Gestalt Principles, but clearer connections could be made.	Minimal thought in the use of Gestalt Principles	Thought was not put into visual appeal, careless about use of Gestalt Principles	POINTS x2
Use of Hierarchy Points x2	Hierarchy is clear and logical		Hierarchy exists but is not completely clear	Hierarchy is vague	No hierarchy exists	POINTS x2
Use of typography Points x2	Strong, interesting composition that clearly communicates message due to the use of the typography.	Interesting composition that clearly communicates message due to the use of the typography. Could be made better with minor changes in typography choices	Somewhat interesting composition that communicates message due to the use of the typography, but clearer connections could be made.	Minimal thought in the use of typography	Thought was not put into visual appeal, careless about use of typography	POINTS x2
Meets required elements (size, content, number of colors)	Contains all required elements	N/A	N/A	N/A	Does not contain all required elements	

Final Score: ____/100