

DIGITAL DESIGN 2 EXAM SEMESTER 1

Name _____

Hour _____

ARTIST STATEMENTS ABC Write. Create on your Google Doc titled, Artist Statements, in your Exam Folder.

This semester you have created 4 major projects. (The Typography Project, The Auto Show Poster, The Independent Project, and Animation)

Essay should answer **BOTH** prompts below.

Describe your favorite project. **Be detailed!**

- What was the main goal?
- The main technique learned?
- How did you put your creativity or personality into the picture?
- What did you like most about this project? (Be specific! A specific area or effect in the design itself OR a specific tool or technique you learned.)

Describe your least favorite project. **Be detailed!**

- What was the main goal?
- The main technique learned?
- What about this particular project did you dislike the most?
- Give thoughtful and realistic suggestions on how the project might be improved.

Place a jpeg of each of the projects you discussed (favorite, least favorite) at the end of your document.

Grading Rubric

Characteristics of quality writing...	Points Earned
Main idea is focused and clearly stated.	0 1 2 3
The sentences in the paragraph are arranged appropriately (Has an introduction, body, and conclusion).	0 1 2 3
Includes effective, thorough, and convincing use of evidence and support (i.e. sources, facts, and details from the text).	0 1 2 3
The sentences are clear and grammatically correct, including proper punctuation, capitalization, and spelling.	0 1 2 3

Total Points: _____ / 12 x 3 = _____ / 36

PRODUCT ADVERTISEMENT CHECKLIST

1.  Google Doc titled with your Last name, First name, Exam with:
 - ✓ Screenshot of Random words list you used for inspiration of product and product name.
 - ✓ Any original images used to trace for parts/outlines/color samples

TO BE PLACED IN THE EXAM FOLDER YOU CREATED IN YOUR DIGITAL DESIGN FOLDER. YOU WILL PLACE YOUR SAVED .AI FILE IN THIS FOLDER WHEN YOU HAVE COMPLETED YOUR DESIGN (NOT A JPEG!)

2.  **Product Name** created by you, inspired by the random words list, is emphasized in the design.
 - ✓ **Product is inspired by word list.** (Can be something invented from your imagination! Does not have to be a current product bought and sold on the market.)
 - Product name uses at least 1 word** from the Random site list.

3.  **Product details** are included in the advertisement.
 - ✓ Description-What is the product used for/what does it do?
 - Price- How much does it cost?
 - Purchasing info- Where and/or how can it be purchased? A location or business? A website? A phone #?

4.  **A light source (highlights and shadows) is consistent** throughout the images created in the design and creates an illusion of depth and form..

5.  **Images are created using Adobe Illustrator.** It is completely vector artwork. JPEG images should be used only for tracing and/or color samples (gradient mesh)

Use this [link](#) to get a random list of 8 words. If the words you get do not inspire you for an idea or are words you do not recognize, refresh the page and you will get a new list.

Once you have found the list of words you want to use for inspiration for your new product and product name, take a screenshot of the list and put it in the Google Doc you created for this exam. (Make sure it is titled as instructed above.)

Use the Google Doc to place ANY images you use to trace/outline or sampling of colors in the making of your design. You do not have to use other images. You are welcome/encouraged to create them from scratch using the Pen/Pencil/Paintbrush and/or shapes/shapebuilder/pathfinder panel. However, if you do use outside images, you must put the original images in the same Google Doc as your screenshot with a short description of how it was used/where to find it in your design. IT MUST BE A VECTOR IMAGE! DO NOT SIMPLY PLACE AN IMAGE ON THE ARTBOARD. Use it as a reference for shapebuilding, trace it with the pen tool, or use it for gradient mesh building. **Consider the Google Doc as your 'Works Cited' page as you would use for an ELA paper. Without citing, it is considered plagiarism, which will result in a '0' for the exam.**

RUBRIC FOR PRODUCT ADVERTISEMENT (PRODUCT)

CONCEPT	BEGINNING Little to no evidence of concepts demonstrated <6 PTS	DEVELOPING Approaching the concept 7-9 PTS	PROFICIENT Meets the concept 10-12 PTS	EXPERT Exceeds the concept. 13-15 PTS
COMPONENTS Items from the Checklist	Three or more items (2, 3, 4 or 5) from the checklist are missing from the design.	Two items (2, 3, 4 or 5) from the checklist are missing from the design.	One item (2, 3, 4 or 5) from the checklist is missing from the design.	All items (2, 3, 4, and 5) from the checklist are included in the design.
BALANCE The visual weight of the piece is distributed evenly. CRAP principles are used to arrange the images and text.	Few areas of the design are visually balanced. No CRAP principles are used correctly.	Some areas of the design are visually balanced. 1-2 CRAP principles are used correctly.	Most areas of the design are visually balanced. 2-3 CRAP principles are used correctly.	All areas of the design are visually balanced. All CRAP principles are used correctly.
UNITY Elements used to create the design all 'fit' together to create a strong message/theme.	Few elements of the design are unified. (Shapes/Images, Lines, Color, Text, Texture/Effects)	Some elements of the design are unified. (Shapes/Images, Lines, Color, Text, Texture/Effects)	Most elements of the design are unified. (Shapes/Images, Lines, Color, Text, Texture/Effects)	All elements of the design are unified. (Shapes/Images, Lines, Color, Text, Texture/Effects)
TECHNIQUE Tools and/or techniques used to create/modify images in the design AND used to create the overall composition.	Used basic shapes to create forms. ----- Used standard text modification (create outlines >move anchors/add gradient.) ----- Used standard Fill and Stroke colors throughout to add color and create form.	Used basic shapes to create form with additional line details. ----- Used elevated text modification (Used Pathfinder Panel to create shapes in text-Donut letters) ----- Used standard fill and stroke PLUS gradient tool to add color and create form.	Used Pen Tool and Shapes to create forms with line details. ----- Used professional text modification (Used Envelope Warp or Warp to place letters in a shape) ----- Used standard fill and stroke, gradient tool PLUS Opacity changes and/or additional layers with opacity changes to add color and create form.	Used Pen Tool, Basic Shape with the Pathfinder panel and/or the shapebuilder tool to create forms. ----- Used Mastery text modification. Envelope Warp with another modification technique. ----- Used all form creating techniques listed PLUS Gradient Mesh.
	NO CREDIT 0 PTS		CREDIT 14 PTS	
SOURCES	Google Doc is not included OR the screenshot and/or any images used to help create design are missing from the Google Doc.		Google Doc is included with a screenshot of Random Words list used for inspiration AND all images used for parts/outlining.	

Total for Product: _____ / 74

Total combined with Artist Statement's: _____ /110