

# DIGITAL DESIGN 3 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 Illustrated Photograph, 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

## PUBLIC SERVICE ANNOUNCEMENT POSTER

A public service announcement (PSA), or public service ad, is a message in the public interest with the objective of raising awareness, changing public attitudes and behavior towards a social issue. The announcement is usually sponsored or reproduced by an organization that promotes change regarding the social issue.

### Examples of powerful PSA's

1.  **Google Doc titled with your Works Cited with:**
  - ✓ Brief explanation of Public Service Announcement topic chosen from the list.
  - ✓ Any original images used to trace **for parts/outlines/color samples**
  - ✓ Any original images used/modified in the design.

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

2.  **Slogan** created by you, expresses the theme of the Public Service Announcement cause, is emphasized in the design.

✓ **A Catch phrase or slogan is used as Level 1 text in the design of the poster.** Saying

or

slogan relates to the cause and represents the problem or solution to the issue.

3.  **A logo and name of sponsoring organization is incorporated into the design.** This will most likely be level two or three text and size.

4.  **Images are used to illustrate the problem or solution to the issue.**

✓ Images reinforce the problem or solution being advertised.

✓ **Illustrator images are vector based. Photoshopped images have been**

**modified/manipulated**

**from the original source.**

5.  **A minimum of three images** are combined/used in the making of the design, either in Illustrator or Photoshop. (Don't forget blending of textures as a possibility.)

6.  **The entire artboard is used for the design using Principles of Design (Balance/Unity) and Graphic Design Principles (CRAP and Hierarchy of text).**

7.  **A minimum of three images** are combined/used in the making of the design, either in Illustrator or Photoshop. (Don't forget blending of textures as a possibility.)

Here is a [list](#) of possible public service announcement topics. If you have a topic that is near and dear to your heart that is not on this list, please get it approved before creating. Take some time to research and explore the topic in order to give a detailed explanation of the issue. **Use the Google Doc to explain what the social issue is and if your poster is advertising the problem or a solution.** You will also add your original images

with url addresses as sources. 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 PUBLIC SERVICE ANNOUNCEMENT (PRODUCT)

CONCEPT	BEGINNING Little to no evidence of concepts demonstrated 1-4 PTS	DEVELOPING Approaching the concept 5-8 PTS	PROFICIENT Meets the concept 9-12 PTS	EXPERT Exceeds the concept. 13-16 PTS
<b>COMPONENTS</b> Items from the Checklist	<b>Three OR MORE items (2-7)</b> from the checklist are <b>missing</b> from the design.	<b>Two items (2-7)</b> from the checklist are <b>missing</b> from the design.	<b>One item (2-7)</b> from the checklist is <b>missing</b> from the design.	<b>All items (2-7)</b> from the checklist are included in the design.
<b>PRINCIPLES OF DESIGN BALANCE/UNITY</b> 1.The visual weight of the piece is distributed evenly. 2.Elements used to create the design all 'fit' together to create a strong message/theme. 3. CRAP principles including white space and hierarchy of text are used.	<b>Few</b> areas of the design are visually balanced. <b>Few</b> elements of the design are unified. The viewer is distracted by how the image was made and not the theme of the picture.	<b>Some</b> areas of the design are visually balanced. <b>Some</b> elements of the design are unified. Several areas do not match and distracts the viewer from the theme of the design.	<b>Most</b> areas of the design are visually balanced. <b>Most</b> elements of the design are unified. One or two areas do not match.	<b>All</b> areas of the design are visually balanced. <b>All</b> elements of the design are unified. The audience is caught up in the theme of the design. There are no breaks in Unity to distract the eye of the audience to the <b>MESSAGE</b> of the design.
<b>CREATIVITY</b> Originality- Unique/individual voice comes through in the design.	Student has taken the techniques being studied and has <b>done little to apply them</b> . The student has shown <b>no personality/voice</b> that comes through.	Student has taken the techniques being studied and <b>applied some of them adequately</b> . The student has <b>little personality/voice</b> that comes through.	Student has taken the techniques being studied and <b>applied them capably</b> . The student <b>starts to have a personality/voice that comes through</b> .	Student has taken the techniques being studied and <b>applied them in a way that is totally their own</b> . The student's <b>personality/voice comes through</b> .
<b>TECHNIQUE</b> Tools and/or techniques used to create/modify images in the design AND used to create the overall composition.	Demonstrate a <b>need for better understanding of Skills &amp; tools</b> required for assignment.	Demonstrates a <b>basic understanding of Skills &amp; tools</b> required for assignment.	Demonstrates <b>good understanding of Skills &amp; tools</b> required for assignment.	Demonstrates an <b>advanced &amp; knowledgeable understanding of Skills &amp; tools required for the assignment</b> . Can easily navigate the software.
	<b>NO CREDIT 0 PTS</b>		<b>CREDIT 10 PTS</b>	
<b>SOURCES</b>	Google Doc is not included OR the explanation and/or any images used to help create design are missing from the Google Doc.		Google Doc is included with an explanation of the social issue AND all unedited (preimages) used for the design.	

**Total for Product: \_\_\_\_\_ / 74**

**Total combined with Artist Statement's: \_\_\_\_\_ /110**