

DIGITAL DESIGN EXAM SEMESTER 1

Name _____

Hour _____

PERFORMANCE

DESCRIPTION OF TASK	INDEPENDENT w/o support 4 pts.	SUCCESSFUL w/1 prompt 3 pts.	SUCCESSFUL w/2 prompts 2 pts.	SUCCESSFUL w/3 prompts 1 pts.	UNSUCCESSFUL 0 pts.
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

TOTAL: _____ / 40 PTS.

BOOK COVER (PRODUCT)CHECKLIST

1.  Google Doc **titled with your Last name, First name, Exam with:**
 - ✓ Screenshot of Random words list you used for the title of your book.
 - ✓ 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.  Title of book is included in the design.
 - ✓ Title is created using **at least 2 words** from the Random site list.
3.  Artist's name is used as the **Author's name of the book and is used in the design.**
4.  **Images are created using Adobe Illustrator** and should express to the audience what the fiction or nonfiction text would be about.
5.  The **entire artboard** is used for the design.

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 to create your book title and, of course, the inspiration for your design, 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 or trace it with the pen tool. If you choose this path, do NOT use an entire image in your design, only parts/pieces.

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 BOOK COVER DESIGN (PRODUCT)

CONCEPT	BEGINNING Little to no evidence of concepts demonstrated 1-3 PTS	DEVELOPING Approaching the concept 4-6 PTS	PROFICIENT Meets the concept 7-9 PTS	EXPERT Exceeds the concept. 10-12 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. Evidence of what art elements look heavy/light are demonstrated in the layout of the design.	Few areas of the design are visually balanced.	Some areas of the design are visually balanced.	Most areas of the design are visually balanced.	All areas of the design are visually balanced.
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 standard shapes, fonts, and lines to create design.	Used standard shapes, fonts, and lines to create design PLUS modification to fill, stroke. Gradient is used.	Used standard shapes, fonts, and lines to create design, modification to fill, stroke. PLUS a MODIFIED gradient or blend is used and/or modification to Opacity and text/font has been modified.	Used standard shapes, fonts, and lines to create design, modification to fill, stroke, a modified gradient or blend is used and/or modification to Opacity and text/font has been modified PLUS evidence of one or more of the following techniques: Stylize, Effects, Transform, and /or Pathfinder Pane/shapebuilder.I
	NO CREDIT 0 PTS		CREDIT 12 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: _____ / 60 **Total combined with Performance:** _____ /100