



RUBRIC: GRAPHIC DESIGN PRODUCT

From Digital Online Judging to State Championship
Individual Student Event, 2 Titles Allowed Per School To Apply

Students create original graphic designs for school, home or community. The design contains-text and images that is original and created by the student. Software is used to create and combine symbols, images and/or words to create a visual representation of ideas and messages. Each piece should have a unique title.

The best designs will be invited to State for final state judging. First and second place will be recognized at the State Championship Awards.

What the STLP Coordinator/Coach should do:

- Share the rubric with students that create digital original art
- Decide a location to post work, noting URL address when the school registers
- Assist student with questions, make suggestions on quality of work; ask an art person to help
- Check for any copyright issues
- Print and mat the piece to size if it is selected as a finalist, attach rubric and process

What the student should do:

- Review rubric; follow all copyright rules
- Create original digital graphic design;
- Create process: a description written by the student of the steps and tools that he/she used to create the end product
- Same image cannot be entered in multiple categories, no one student can have two entries in the same category

NOTE: Velcro will be placed on the pieces by the judges. Schools do not need to attach Velcro.

ONLINE JUDGING	CRITERIA	POINTS EARNED
ACCESS	The pieces can be viewed online;	0 5
COPYRIGHT	The image is original. There are no issues with copyright; Image is school appropriate	0 5
JUDGING continues ONLY IF image has a score of 10		
CREATIVITY/ORIGINALITY	The piece stands out as unique and original	1 2 3 4 5
INTEREST	Image or design catches and maintains the viewer's interest (visual communication)	1 2 3 4 5
VISUAL IMPACT	Color, image supports the desired mood	1 2 3 4 5
PROCESS	Student completely explains the process and steps in creating the piece; judges can access this process online in Winter Judging and is printed and attached at State	1 2 3 4 5
TOTAL SCORE OUT OF 30:		
STATE CHAMPIONSHIP		
COPYRIGHT	The image is original. There are no issues with copyright; Image is school appropriate	0 5
PRINTED WORK	A black or white 1-2 inch paper mat surrounds piece. There is no glass or metal or wooden frame.	0 5
	After matting, piece is no larger than 11x14 inches or smaller than 5 ½ 8 ½ inches	0 5
	A typed label is attached to <i>front right bottom corner</i> of mat (2) and includes <i>student name (1), grade (1), school name (1), district name (1), title (2), category (1), and software used (1)</i> ;	0 1 2 3 4 5 6 7 8 9 10
CREATIVITY/ORIGINALITY	The piece stands out as unique and original	1 2 3 4 5 6 7 8 9 10
INTEREST	Image or design catches and maintains the viewer's interest (visual communication)	1 2 3 4 5 6 7 8 9 10
VISUAL IMPACT	Color, image supports the desired mood	1 2 3 4 5 6 7 8 9 10
PROCESS	Attached process and steps in creating the piece	1 2 3 4 5 6 7 8 9 10
ATTACHMENTS	State Rubric and process is attached to the back of image	1 2 3 4 5 6 7 8 9 10
TOTAL SCORE OUT OF 75:		

AT STATE PRESENTED ON STAGE: **First** **Second**