

ART 10: SKETCHBOOK COVER DESIGN

Name:

Cycle:



Project:

Design the cover of your sketchbook so that it distinctly represents aspects of the culture you most identify with.

Find a font which represents this culture and use it to incorporate the letters of your name in the design. Also, arrange your design in a way that makes a

meaningful and effective use of the Principles of Design and the Elements of Art.

You are to include one or two words in the design, we recommend that this word is your name.



Materials:

Make a collage of magazine images and use acrylic medium for mounting materials to the cover and sealing it. This process will be fully discussed in class.

Assessment rubric:

Level 4 90-100	The student has taken the collage to a skill level that is beyond expectations. We are seeing something that is fully and uniquely resolved. This happened through: <ul style="list-style-type: none">- Meeting or Exceeding <u>all</u> of the Level 3 criteria- The collage is skillfully crafted, strategically using colours, paper pieces, and forms to communicate a unique aesthetic idea.- Calculated risks have been taken.- The collage has been refined to a clear degree of excellence. It is a particularly impressive design. The design is innovative, clever & refined.						
Level 3 80 <table><tr><td>Self ✓</td><td>Peer ✓</td><td>Teacher /4</td></tr><tr><td></td><td></td><td></td></tr></table>	Self ✓	Peer ✓	Teacher /4				All aspects of the assignment are completed and they demonstrate an ability to create a collage design using a particular colour pallet, principle of design and focusing on a theme, i.e. a culture. You show care and respect for their materials and an understanding of the nature of culture. The collage design ... <ul style="list-style-type: none">- Sticks to a coherent colour pallet (comp., primary, secondary, analogous)- Is based on a clear Principle of Design (play with your options)- The design is clear and accessible focused on a distinct idea or theme(one frame, one idea)- Includes your name or one culturally relevant word in a distinct font. The word's look and location in the frame support the composition. Collage process and material use: <ul style="list-style-type: none">- Is made of magazine images that are cut/torn and arranged in a way that supports the impact of the idea or the intended mood. (Other media may be incorporated, though ink jet printed images tend to wrinkle and bleed in this process.)- Is made using acrylic gel and it was applied properly so that all the pieces sit flat and the gel is evenly applied.- Is sealed under two coats of gel- It is clear that you were commitment to making a collage that is unique and well constructed Perceiving and responding Through a personal reflection, the student has articulated a reasonable understanding of what they have accomplished and its visual qualities. They can point out strengths and weaknesses.
Self ✓	Peer ✓	Teacher /4					

Level 2 60	<p>The collage is complete to a basic level and it sticks to a clear design concept (colour pallet and principle of design). The student has modeled an understanding of culture. The following factors may apply...</p> <ul style="list-style-type: none"> • The collage may have competing ideas, could be simplified. • The collage has a distinct colour pallet • Care and respect for the materials was modeled • The composition is basic • The collage has been brought to a basic level of refinement. • Name may be missing or placement not considered. • Cuttings need more planning for their shape or arrangement <p>Perceiving and Responding:</p> <ul style="list-style-type: none"> • Basic descriptive reflection responses are made • With prodding, the student participates in class discussions.
Level 1 40	<p>Some of the criteria of level 2 were achieved, though key aspects were missing. The following factors may apply...</p> <p>Product:</p> <ul style="list-style-type: none"> • The collage is basic. No real meaning has been established. The idea is confused, needs a focus • Elements and principles appear unconsidered • The colours follow no clear pallet. <p>Perceiving & Responding:</p> <ul style="list-style-type: none"> • No reflection is submitted • Doesn't participate in critiques, even when prompted
Level 0 35 and under	<p>Even with support available, the project lacked basic preparedness and understanding.</p>

My Culture

Culture is a shared, learned, symbolic system of values, beliefs and attitudes that shapes and influences perception and behavior” eou.edu

What cultures do you belong to or participate in (local, national, global), i.e. your heritage, sports team, clubs, clicks, meeting a group on the internet to play a shared game of Quake would mean that you are part of an online gaming culture?

1.

2.

3.

4.

5.

Choosing your favorite culture, describe it...

What do you do to participate in it?

What does your group or community do together (in other words, what *rituals*¹ do you practice as part of this culture)?

What beliefs or values do you share within this culture?

What symbols are shared in this culture? Describe them and/or draw them (sketchbook)

¹ Brushing our teeth is a daily ritual in our Canadian culture. We do it because we formed it as a habit until it felt normal.