

**Technical Merit of Graphics (raster, vector, hand drawn, or combination thereof) and Photos**

**Technical merit of raster program (Adobe PhotoShop)**

- Effective use of layers: each layer contains only one object and each layer is labelled appropriately.
- Integrity of images is intact: images are cleanly cut without any background "residue".
- Integrity of text is intact. The quality of text degrades and becomes pixilated when it is stretched.
- Filters, if used, are effectively and judiciously used.
- You may not use pre-made fonts from the Internet. All words must be typed in PhotoShop; any effect on the word must be done in PhotoShop.
- The images are the correct colour depth (24 bit RGB); and resolution (300 dpi)

**Technical merit of vector graphics program (Adobe Illustrator)**

- Submit your Adobe Illustrator file separately for this evaluation.
- Effective choice and employment of tools are used to create an accurate rendering of the intended illustration. This includes the effective use of the pen tool (using control handles and anchor points to manipulate straight or curved lines while using a minimal number of anchor points).
- There should be a degree of complexity beyond just the outline of an image
- The vector image is original, not a replication of an existing image

**Technical merit of hand drawn art work**

- The appearance of the final drawing is cleanly drawn and has a finished appearance

**Technical merit of photographic images**

- All images have been resized correctly to reflect the correct aspect ratio. In other words, they have not been stretched or skewed. Simply put, it just looks bad, even if as few as one image hasn't been resized correctly.

**Technical Merit of Graphics and Photos**

Level 1	Level 2	Level 3	Level 4
10 11	12 13	14 15	16 18 20
Limited use of graphics;  Limited use of sophisticated techniques* are employed to create graphics; Limited variety of graphics employed; Page has incorrect resolution, colour depth, or dimensions; One or more photos have the incorrect aspect ratio	Some use of graphics;  Some use of sophisticated techniques* are properly employed to create graphics; Some variety of graphics employed	Considerable use of related graphics; Considerably sophisticated techniques* are properly employed to create graphics; Considerable variety of graphics employed	Abundant use of graphics; Sophisticated techniques* are properly employed to create graphics; Variety of graphics employed; Page has correct resolution, colour depth and dimensions; All photos have the correct aspect ratio

\* All techniques are noted above in the "Technical merit" subtitles

## Concept and Depiction of Theme

Level 1	Level 2	Level 3	Level 4
10 11	12 13	14 15	16 18 20
The ideas has limited originality; All elements of the layout illustrate the theme conceptually and visually in a limited way:  Depiction of theme is as per the guidelines is limited	The idea is somewhat original; All elements of the layout somewhat illustrate the theme in a conceptual and visual way; Depiction of theme is somewhat strong as per the guidelines	The idea is considerably original; All elements of the layout considerably illustrate the theme in a conceptual and visual way; Depiction of theme is considerably strong as per the guidelines	Idea is unique and original; All elements of the layout strongly illustrate the theme in a conceptual and visual way;  Theme is strongly depicted as per the guidelines*

### \* Guidelines:

- Title is Rage Italic; top left hand corner; between 60 and 72 pt; tilted 0 to 10° max; filter applied; doodle added
- Photos tilted 0 to 10° max; drop shadow applied; nothing in the crease; captions are Bradley Hand ITC
- Doodles applied on page
- Mandatory sticky note applied; content is in the form of reminder dot jots; Bradley Hand ITC, not resized
- Journalistic write up included; Bradley Hand ITC
- Notebook paper background as taken from provided stock images

## Content and Commercial Value of Page Layout

Level 1	Level 2	Level 3	Level 4
10 11	12 13	14 15	16 18 20
Use of space is scarce;  Limited representation of the student body;  Student images suit the page content in a limited way	Limited use of space;  Some representation of the student body;  Student images somewhat suit the content of the page	Considerable use of space;  Considerable representation of the student body; Student images considerably suit the content of the page	Space is effectively maximized with content*; Student body** adequately represented;  Student images are purposefully taken to meaningfully suit the content of the page

\* Please note that one must balance maximize the content of a page, while maintaining good design principles, namely, making good use of negative/open/white space.

\*\* This book must appeal to those who have purchased this book. Avoid including yearbook students or student council members for your photographs as they tend to be over represented in a yearbook. There must be a balance of grade 9, 10, 11 and 12 students on your page.

## Design

### Unity and Variety

- All the elements within the illustration relate to each other in both a visual and conceptual way.
- Moreover, there is nothing that takes away from the overall design, or attracts attention to itself needlessly.
- Effective use of variety to attract and maintain the viewer's attention, but not take away from the unity of design.

### Use of emphasis and subordination

- This is controlling the order in which a viewer sees each of the elements within the illustration, specifically, what is seen first, what is seen second, third, etc.
- The order in which elements are noticed should help to communicate the message of the illustration.

### Use of balance

- Balance is the even distribution of visual elements. Elements within the illustration should be balanced horizontally (from top bottom) and vertically (left to right).
- The choice and employment of symmetrical or asymmetrical balance is appropriate. (Please note that at the grade 12 level asymmetrical balance is an appropriate choice unless there is a strong reason otherwise.)

### Use of gestalt

- Effective use of gestalt principles include similarity, proximity and alignment. These techniques are used to help simplify a composition.
- Similarity means using similar colours, shapes and textures in a composition. This creates groupings which simplifies the composition.
- Proximity: The closer two objects are together, the more likely you will see a group. Grouping objects together simplifies a composition.
- Alignment means aligning objects with each other. Like proximity it has a simplifying effect.

## Design and Aesthetics Rubric

Level	Level 2	Level 3	Level 4
10 11	12 13	14 15	16 18 20
Unity and variety have limited effectiveness; Use of emphasis and subordination is limited in its effectiveness; Use of balance* has limited effectiveness; Use of gestalt is limited in its effectiveness; Layout has limited aesthetic appeal	Unity and variety are somewhat effective; Use of emphasis and subordination is somewhat effective; Use of balance* is somewhat effective; Use of gestalt is somewhat effective; Layout is somewhat pleasing aesthetically	Unity and variety are considerably effective; Use of emphasis and subordination is considerably effective; Use of balance* is considerably effective; Use of gestalt is considerably effective; Layout has considerable aesthetic appeal	Unity and variety is effectively used; Use of emphasis and subordination is highly effective; Use of balance* is highly effective; Use of gestalt is highly effective; Layout is aesthetically pleasing

\* Please note that balance should be asymmetrical unless there is a strong reason to use it otherwise.