

BOOK COVER REDESIGN RUBRIC

| Criteria | 4 | 3 | 2 | 1 | Total |
|---------------|---|--|--|---|-------|
| Concept | Your entire book cover has been redesigned creatively based upon the themes, characters, mood, and content of the novel and includes the author's name and book title. | Your entire book cover has been redesigned based upon the themes, characters, mood, and content of the novel and includes the author's name and book title. | Most of your book cover has been redesigned based upon the content of the novel but is missing the author's name or book title. | Your book cover has been redesigned but you are missing the author's name and book title. | X3 |
| Technique | All of your design shows effort and creativity through the quality of details, such as the intelligent use of the elements and principles of art, and the complexity of the design. | Most of your design shows effort and creativity through the quality of details, such as the intelligent use of the elements and principles of art, and the complexity of the design. | Some of your design shows effort and creativity through the quality of details, such as the intelligent use of the elements and principles of art, and the complexity of the design. | Your ad lacks effort and creativity. | X2 |
| | All of your graphics are smooth. | Most of your graphics are smooth. | Some of your graphics are smooth. | A few of your graphics are smooth. | X2 |
| Craftsmanship | Strong Craftsmanship | Good Craftsmanship | Fair Craftsmanship | Poor Craftsmanship | X1 |
| Composition | Strong Composition | Good Composition | Fair Composition | Poor Composition | X1 |
| Work Habits | Worked hard every day, did not misuse materials. | Worked hard most days, did not misuse materials. | Worked hard a few days, materials are ok. | Did not work very hard, materials are ok. | X1 |
| | | | | | /40 |

40-36 = A, 32-35 = B, 26-31 = C, 22-25 = D, 21 and below ☹

Teacher Comments: