

**Assignment: Proclamation Poster**

This image will reflect your research topic and a product and serve as the cover for your senior project portfolio or for another related school project for sophomores and juniors.

You are to use your knowledge of composition and the elements of art to create a visually engaging work of art which communicates a clear message.

**Format:**

- 8.5” x 11” glossy paper

**Specifications:**

- Your name
- Your English teacher’s name and period
- Research topic title (or project title)
- Product you will be developing, demonstrating, or creating (senior’s only)
- Related imagery
- Skillful incorporation of an add for this Photoshop class – it must be so subtle that they find it as they look at your work
- Self-portrait

**Thumbnail Presketches:**

Use the spaces to develop several compositions before beginning work on the final piece.

Each sketch should be created in pencil and contain all of the required specifications listed above.

Submit your thumbnail pre-sketches with your final glossy hardcopy.


# PHOTOSHOP PROJECT EVALUATION

Student: \_\_\_\_\_ Period: \_\_\_\_\_ Assignment: \_\_\_\_\_

\_\_\_\_\_/10 Thumbnail Pre-sketches (evidence of problem solving)

_____/ 10 points <b>Composition Strategy</b>	Couldn't be better	Well done	Gets the basics	Confused about the basics	Incorrect or missing
<input type="checkbox"/> Modified L <input type="checkbox"/> Modified X <input type="checkbox"/> Triangle <input type="checkbox"/> Golden Mean <input type="checkbox"/> Strong Diagonal					

_____/ 10 points <b>Color Scheme</b>	Couldn't be better	Well done	Gets the basics	Confused about the basics	Incorrect or missing
<input type="checkbox"/> Monochromatic <input type="checkbox"/> Complementary <input type="checkbox"/> Analogous  I have unified my work and created a powerful visual image through my thoughtful and skillful use of color					

_____/40 points <b>Principles of Design</b>	Couldn't be better	Well done	Gets the basics	Confused about the basics	Incorrect or missing
<b>Contrast</b> – I created an area of difference creating a focal point through my use of the following element(s) ; space, line, form, texture, color, value, shape					
<b>Repetition</b> – I have created visual unity and a strong visual flow and rhythm through my repeated use the following elements; color, size, shape, value, texture, or line					
<b>Alignment</b> – I have created implied lines between visual elements to increase visual flow and rhythm in my work					
<b>Proximity</b> – I have grouped elements to create visual primary, secondary and tertiary images which lead the viewer from group to group					

_____/ 40 points <b>Photoshop Skills and Organization</b>	Couldn't be better	Well done	Gets the basics	Confused about the basics	Incorrect or missing
I have clearly demonstrated my skill development in the use of the Photoshop software and tools. My work could be given to any other designer and they would be able to open my files and easily pick up where I left off. <b>All Project Specifications</b>					

\_\_\_\_\_/10 **Reflection:**

What was the communication goal of this project? How did you use Photoshop to employ the elements and principles of art to successfully communicate your message to your audience?

\_\_\_\_\_/120 **Total Points Earned**