**Storybook Illustration Rubric**

NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Category** | **Level 1**  **(50-59%)** | **Level 2**  **(60-69%)** | **Level 3**  **(70-79%)** | **Level 4**  **(80-100%)** | **Mark** |
| There are 3-4 alliteration sentence ideas experimented with in sketchbook. |  | | | | /5 |
| There are 4-5 rough thumbnail sketches of potential main character(s) done in pencil in sketchbook |  | | | | /5 |
| There are 4-5 different facial expression/pose studies done of the main character(s) in pencil in sketchbook |  | | | | /5 |
| There are 2-3 rough thumbnails of setting ideas done in pencil in sketchbook |  | | | | /3 |
| The chosen alliteration sentence is hand rendered or printed out in 2-3 different potential typefaces |  | | | | /2 |
| Rough copy of storybook illustration has been completed on newsprint and contains all of the requirements including an alliteration sentence that is illustrated by a main character(s), action, and setting. |  | | | | /20 |
| The alliteration sentence contains a character, adjective, action, adverb, object, and reference to a setting. It is creatively and convincingly written for the target audience. The typography chosen successfully reflects the mood of the illustration. The typography is easily read, clear, consistent and well-designed. Attention is paid to the kerning and tracking of letters and words. The elements and principles of design are used to incorporate the word successfully into the illustration (balance, harmony, unity, emphasis, proportion, contrast etc.) |  | | | | /10 |
| A main character(s) has been designed that is memorable, endearing, and appropriate for target audience. The facial expression/pose accurately reflects the alliteration sentence. Close attention has been paid to highlights, mid-tones and shadows and the lines and shapes of the character are accurate and well-proportioned. |  | | | | /10 |
| The setting accurately reflects the alliteration sentence and contains a clear foreground, middle ground, and background. The correct perspective has been used as well as other techniques to create the illusion of depth. It is obvious what the time and place of the setting is to the viewer. The setting contains enough detail to provide visual interest but not too much that it is chaotic and cluttered. |  | | | | /10 |
| The other object(s) referred to in the alliteration sentence are accurately and creatively represented in the illustration. Additional objects or details have been added that complement the sentence, character and setting. |  | | | | /10 |
| The colour scheme is appropriate for the target audience and captures the mood of the alliteration sentence. The chosen colours reflect a knowledge of colour theory and provide a sense of balance, rhythm, harmony and unity. The colours used for the main character accentuate him/her as a focal point. The colours used in the setting complement the main character(s) and the setting effectively. |  | | | | /5 |
| The application of marker, watercolour, and pencil crayon has been neatly and effectively done. A wide range of highlights, middle tones, and shadows has been used to create a sense of depth and dynamism. Colours have been carefully layered to provide additional texture, depth and richness to the final illustration. Everything is outlined in black, ultra fine sharpie for added definition and to create a precise, clean, and graphic final product. |  | | | | /10 |
| The overall final illustration is neat and clean. There is a border around the piece and the student’s signature/date is in the bottom right-hand corner. |  | | | | /5 |
| **TOTAL:** |  | | | | **/100** |

LEVEL: COMMENTS: