

## Technology Media Fair 2009 Original Illustrated Art - Digital Graphics

### Definition:

Applying computer technology to create digital artwork. Quality digital graphics projects demonstrate artistic expressions and follow good design principles including composition, meaningful messages, and original or manipulated components. Graphics should be viewable electronically. Entries should be submitted in .pdf or .jpg formats.

*Examples are illustrations, manipulated digital photography, digital paintings, and 3D models.*

### Judging Criteria:

#### Organization 10%

- Project saved in .jpg or .pdf format.
- Size of project properly reflects project's purpose.

#### Content 10%

- Purpose of the product is clear and evident.
- Major emphasis on graphics.
- Mechanics (spelling, grammar, etc.)
- Information is clear and appropriate.

#### Creativity & Originality 40%

- Shows notable insight or understanding of software and hardware.
- All elements (color, white space, graphics and their placement, etc.) contribute rather than detract from the presentation's overall effectiveness.
- Evidence of original graphic manipulation.
- Elements include original student work.
- Evidence of new thought.

#### Design 30%

- Utilizes the Elements and Principles of Art/Design to produce an effective piece.
- The piece effectively uses the Elements of Art/Design, which include Color, Value or Tone, Texture, Shape, Volume or Form, Space, and Line.
- The piece effectively follows the Principles of Art/Design, which include Contrast, Emphasis, Balance, Unity, Pattern, Movement, and Rhythm.

#### Explanation 10%

- Proper grammar and spelling.
- Includes reason for project.
- Includes explanation of technical details.
- All works are properly credited.
- All sources are properly cited.

