Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Section: \_\_\_\_\_\_\_\_\_\_

**Book Cover Rubric (Draft)**

Cover Being Evaluated: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- |
| **Needs Improvement** | **Criteria** | **Above and Beyond** |
|  | **Format \_\_ /10**The cover is a standard paperback size, such as 5½ by 8½ inches, and at least 240 pixels per inch. |  |
|  | **Typography \_\_ /10**The cover uses typography to clearly and strategically communicate the title, author and a critic’s review.  |  |
|  | **Connection \_\_ /25**The cover entices the reader by visually communicating a theme from the written story. |  |
|  | **Design \_\_ /15**The cover uses the elements and principles of design to create an engaging image. (Consider line, texture, color, shape value, space, repetition, balance, emphasis, contrast and unity.) |  |
|  | **Creativity \_\_ /20**The cover does not rely on stereotypes about Africa. The designer generated many ideas, tried unusual combinations, and made connections to previous knowledge to create the cover. |  |
|  | **Craftspersonship \_\_ /20**The cover is beautiful work, carefully and patiently created. There are no careless errors or sloppy choices. |  |