

## Illustrator Personal Expression

## Illustrator Assignment

Create an image in illustrator: It must reveal a personal point of view on a social or political issue that must be approved by the instructor. Research is required. Ex: political, social, economic etc. You can think of this as an advertising image that sells your point of view. If you prefer you can consider this an image that would appear as a visual for a magazine article or visual on an opening page of a website.

1. May be 8" by 8" or 11"x 8.5 (horizontal)
2. Must have at least 5 different techniques / tools utilized to create.
3. Must have 3 different types of copy
4. Consider creating dimension / depth.
5. Must fill the page with good composition concepts.
6. May have color or be black and white .
7. Avoid white space. Fill the page.
8. Choose a style.
9. Ai file must have multiple layers and your text layer must be separated from graphics.

Item	Superior 2pts	Good 1pts	needs work / not evident 0pts
<b>Size</b>	Document size is 8" by 8" or 11"x 8.5	Document size is close to but not 8" by 8" or 11"x 8.5	The document was incorrectly created.
<b>Tools</b>	There is evidence the student has used 5 or more tools in Illustrator.	Student has used some in Illustrator.	Student has not used 5 tools in Illustrator.
<b>3 types of copy</b>	There is evidence of more than 3 days outside work.	There is minimal evidence of outside work.	Staff member may have worked once outside of class or there is no evidence of outside work.
<b>Layers</b>	Has multiple layers and text layers are separated.	Has some layers and text may layers are separated.	Has not used and/or provide evidence of multiple layers or has not separated text.
<b>dimension / depth.</b>	Has dimension and depths	Attempts diminution and depth.	Does not have dimension and depths
<b>Composition</b>	Has good well balanced composition.	Has some good composition elements but may not be well balanced.	Does not have good composition.
<b>Color / blk &amp;wht</b>	Utilizes a color scheme	Somewhat utilizes a color scheme	Does not utilizes a color scheme
<b>Page filled</b>	Filled page	Somewhat filled page.	Does not fill page.
<b>Style</b>	Has made a style choice.	Has somewhat made a style choice.	Has not made a style choice.
<b>Totals</b>			
<b>Score of 20</b>			