

**NCRA Young Authors Cover Art Contest Rubric for Judges**  
**2021-2022 Theme: Building and Designing the Future**

	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Needs Work</b>
	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>Visual Impact (overall quality)</b>	The unique organization of art elements, content, & execution create a striking and memorable work. It has the <b>power to “wow”</b> the viewer.	The organization of art elements, content, and execution create cohesive work. The work has <b>lasting impact</b> on the viewer.	The organization of art elements, content, and execution are addressed in the work. The work <b>holds the viewer’s attention.</b>	The organization of art elements, content, & execution are incompletely addressed in the work. There is <b>little or no impact</b> on the viewer.
<b>Interpretation and Creativity (completeness/effort/adherence to theme)</b>	The design shows a unique and <b>creative interpretation</b> of the assignment and was continued until it was as complete as possible. Effort was far beyond that required, with great attention to details. The theme is <b>clearly evident and well-executed.</b>	The design shows a clear <b>understanding</b> of assignment and the student’s ability to “think outside the box”. With more effort, the project might have been outstanding. The theme is <b>evident</b> in the piece.	The design shows some creativity and <b>adequate interpretation of the theme.</b> However, the work appears unfinished.	The design <b>requirements are fulfilled</b> , but give no evidence of original thought or interpretation. Project is <b>incomplete or lacks attention to detail.</b>
<b>Composition/Design (organization)</b> ~~~~~ (See Elements of Design below)	Shows and effectively <b>utilizes</b> knowledge of the elements and principles of design, combining three or more elements and principles. The design <b>effectively fills the entire space.</b>	Shows an <b>awareness</b> of the elements and principles of design, using one or two elements/principles. The design <b>mostly fills the space.</b>	The assignment was completed, yet work <b>lacks conscious planning</b> and little evidence that an overall composition was planned. The design <b>partially fills the space.</b>	The student did the assignment, but showed <b>little evidence of any understanding of the elements/principles of art</b> ; no evidence of planning. The design <b>space is somewhat used.</b>
<b>Craftsmanship (made with skill of mediums and overall neatness)</b>	It demonstrates a mastery of skill and a <b>clear understanding and application</b> of specific medium qualities. The design is <b>beautiful and complete.</b>	It demonstrates skill and <b>some understanding</b> of specific medium qualities. The design is <b>pleasing and partially complete.</b>	It demonstrates <b>partial skill and understanding</b> of specific medium qualities. The design is <b>fairly neat.</b>	It <b>lacks understanding</b> of specific medium qualities. The design is <b>a bit careless in the creation</b> of the work.
<b>Criteria (see below)</b>	All criteria of the contest have been met. Student work demonstrates the best example of following directions.	Most of the required criteria have been followed.	Some of the criteria have been met.	Only one criterion has been met.

Judge #1: \_\_\_\_\_

Judge #2: \_\_\_\_\_

Total Score: \_\_\_\_\_

### **Criteria for the Cover Design:**

1. Must be drawn by hand or with computer tools—**no** photographs, stock photos, or graphics. Appropriate content only!
2. Must be on blank, white 8½ by 11 inch piece of paper
3. Should clearly address the theme
4. Color may be used; originality and creativity are key components for judging
5. Any lettering and/or words should be neatly and clearly drawn/written
6. **Leave a 1 inch blank border on all sides of the paper**
7. **Should not** have the artist's name on design—the artist will be recognized on the inside of the book
8. Must be sponsored by an NCRA Member
9. The original hard-copy submission must be mailed to the NCRA president by the December 1st deadline
10. The entry form must accompany the original artwork to state judging
11. NCRA recommends keeping a copy of the original at the local level