



TCEA Student Contests 2008

Digital Graphics

Definition:

Applying computer technology to create digital artwork. Quality digital graphics projects follow good design principles including composition, meaningful messages, and original or manipulated components. Graphics should be viewable electronically. Preferred software programs are Adobe Photoshop, Photoshop Elements, Illustrator, Macromedia Freehand, and CorelDRAW. Project should be saved in its native program and a hard copy provided. Students in grades 3-5, 6-8, and 9-12 are eligible to enter in the Digital Graphics contest.

Contest Categories:

1. Product Design

- Size should properly reflect project's purpose.
- Purpose is promoting a company, product, event, or theme.
- Must convey a consumer message.

Examples are stationery, CD labels and jackets, silk screen designs, bumper stickers, logos, and product packaging.

2. Original Illustrated Art

- Paper size no larger than 36 x 48 inches.
- Manipulation of original images or hand drawn on the computer.
- Artistic expressions.

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

Product Design Judging Criteria:

Organization 10%

- Project saved in native program.
- Size of project properly reflects projects' purpose.

Content 10%

- Purpose of 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 & 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%

All types of entries utilize 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.

These are a basis to give students and sponsors a guide. The Principles are most often achieved through the use of the Elements of Design.



TCEA Student Contests 2008

Credits/Work Cited 10%

- All works are properly credited.
- All sources are properly cited.

Original Illustrated Art Judging Criteria:

Organization 10%

- Project saved in native program.

Content 10%

- Artistic expression is clear and evident.
- Major emphasis on graphics.
- Content is appropriate.

Creativity & Originality 40%

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

Design 30%

All types of entries utilize 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.

These are a basis to give students and sponsors a guide. The Principles are most often achieved through the use of the Elements of Design.

Credits/Work Cited 10%

- All works are properly credited.
- All sources are properly cited.



TCEA Student Contests 2008

Judging Criteria Explanation - Digital Graphics

Product Design

Organization:

Project saved in native program

The project should be saved in the software it was created in.

Purpose of product is clear and evident

The purpose should be clear and its content should reflect its purpose.

Content:

Major emphasis on graphic

The emphasis of the project is on the creation or manipulation of graphic files such as .jpg, .eps, .psd, .tif, or .ai

Mechanics

This includes spelling, grammar, punctuation, sentence structure, etc. In consideration of the ratio of errors to content, the ratings would be as follows:

Below Average - work has several major mechanical errors.

Average - work has few mechanical errors.

Good - work has minimal mechanical errors.

Excellent - work has no mechanical errors.

Information is clear and appropriate

The information presented in the project clearly supports the purpose. The information is related to the topic and does not contain offensive material. The viewpoint presented should be comprehensible to the intended audience. The information is factual where applicable.

Creativity & Originality:

Shows notable insight or understanding of software and hardware

The student used a variety of tools, and/or peripheral devices that clearly show his/her understanding of the software and hardware being used.

Evidence of original graphic manipulation

The student has made changes to their graphic that is clearly visible in the project.

Elements include original student work

All work must be created by the students(s).

Evidence of new thought

The work is presented in a creative, unique manner.

Design:

All types of entries utilize 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.

These are a basis to give students and sponsor a guide. The principles are most often achieved through the use of the Elements of Design.



TCEA Student Contests 2008

Credits/Work Cited:

TCEA strongly encourages projects to be the students' original work.

Copyright laws followed

This applies to any work that is used outside the fair use doctrine in the Copyright Act. Any work that is created by someone other than the student/students creating the project must have paperwork indicating that permission has been given by the creator for use in his/her or the group's project. The paperwork must accompany the project for credit to be given. For more information see the requirements in the general rules.

All sources properly cited

All work included in the work must be cited **including student's original work**. This includes but is not limited to: still pictures, still picture editing, videography, video editing, sound creation, sound editing, etc. All software and hardware used during the creation of the project must also be cited here (ex. video edited by student's name using iMovie, sound created and edited by student's name using Sound Companion, video recorded by student's name using a Canon ZR10 digital video camera, etc.) **ANY WORK NOT CITED HERE WILL NOT BE CREDITED TO THE STUDENT.**

Names of all people (parents, teachers, students) who assisted in the project are listed. Names of each student(s) is/are listed specifying the jobs that each student performed.

Example: Photographs by: _____ Recording by: _____
 Typing done by: _____ Research done by: _____

Original Illustrated Art

Organization:

Project saved in native program

The project should be saved in the software it was created in.

Content:

Artistic expression is clear and evident

An expression of ideas, feelings, and perspective that is inherently valuable as it expresses something new, novel, or particular to the individual.

Major emphasis on graphic

The emphasis of the project is on the creation or manipulation of graphic files such as .jpg, .eps, .psd, .tif, or .ai

Content is clear and appropriate

The information presented in the project clearly supports the purpose. The information is related to the topic and does not contain offensive material. The viewpoint presented should be comprehensible to the intended audience. The information is factual where applicable.

Creativity & Originality:

Shows notable insight or understanding of software and hardware

The student used a variety of tools, and/or peripheral devices that clearly show his/her understanding of the software and hardware being used.

Evidence of original graphic manipulation

The student has made changes to their graphic that is clearly visible in the project.

Elements include original student work

All work must be created by the students(s).

Evidence of new thought

The work is presented in a creative, unique manner.



TCEA Student Contests 2008

Design:

All types of entries utilize 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.

These are a basis to give students and sponsor a guide. The principles are most often achieved through the use of the Elements of Design.

Credits/Work Cited:

TCEA strongly encourages projects to be the students' original work.

Copyright laws followed

This applies to any work that is used outside the fair use doctrine in the Copyright Act. Any work that is created by someone other than the student/students creating the project must have paperwork indicating that permission has been given by the creator for use in his/her or the group's project. The paperwork must accompany the project for credit to be given. For more information see the requirements in the general rules.

All sources properly cited

All work included in the work must be cited **including student's original work**. This includes but is not limited to: still pictures, still picture editing, videography, video editing, sound creation, sound editing, etc. All software and hardware used during the creation of the project must also be cited here (ex. video edited by student's name using iMovie, sound created and edited by student's name using Sound Companion, video recorded by student's name using a Canon ZR10 digital video camera, etc.) **ANY WORK NOT CITED HERE WILL NOT BE CREDITED TO THE STUDENT.**

Names of all people (parents, teachers, students) who assisted in the project are listed. Names of each student(s) is/are listed specifying the jobs that each student performed.

Example: Photographs by: _____ Recording by: _____
 Typing done by: _____ Research done by: _____