

Happy Birthday Artist

Name _____ Pd. _____

Create a birthday card for a famous artist: Create a cover image based on the style of art that the artist is known for. (If you choose something simple, like a minimalist or Dada artist, you may be expected to make 2 cards) Inside have a birthday greeting that incorporates 3 or more important facts about the artist in a natural and conversational way. Create a logo or company name for the back of the card. Write how you have used the art elements below in such a way that I know you understand these concepts. **Review the rubric before you begin.** Be sure you can illustrate ALL the required elements with your choice. Reference this video to do your project. <https://t.ly/iLjWg> (You **DO NOT** have to select an artist that shares your birthday.)

The three (or more) facts I reference are...

1. _____

2. _____

3. _____

4. _____

5. _____

Line : _____

Color: _____

Form: _____

Texture: _____

B.V.1 Use the language of visual arts to communicate effectively. B.V.1.2 Apply the Elements of Art and Principles of Design to create art.

Scoring Rubric

Element 0	10 Not Proficient	12 Approaches Proficient	16 Proficient	20 Advanced
Line	Lines present	Rudimentary lines that are not based on careful observation. Reliance on tracing or low level skills.	On topic but not based on observation. Symbolic instead of representational. Shows knowledge of but not understanding with depth.	Example that shows a more advanced concept of the element, like using line to create suggest form through cross hatching, complicated edges, thoughtful variation of thickness, drawn from direct careful observation or emulation.
Color	Use of ONLY a few unmixed colors. Lacking variety or observation.	Use of multiple unmixed colors or flat overlapping colors without evidence of understanding of color theory practice.	Simple use of mixed (2) colors, using primary colors to make secondary colors. Layering of 2 colors.	Example shows a more advanced concept of color, like the use of tertiary layering, warm and cool tone mixtures to shade and highlight, use of mixed chromatic gray, layered expressive colors or carefully matched tones.
Texture	Showing 1 or 2 rudimentary or accidental textures.	Symbolic textures as opposed to those based in knowledge or observation.	Showing 1 or 2 symbolic yet realistic textures where observation is not yet evident.	Example that shows a more advanced concept of the element, like 3 or more carefully observed textures, nuanced organic textures, or textures that faithfully emulate the chosen artist's work.
Form	Image approaches the concept without clear knowledge in writing and the drawing.	Some visual that approaches the concept knowledge evidence in writing OR the image.	Clear but elementary representation of form/depth through rudimentary shading or highlights, or overlaps. Both writing & image show an understanding of form.	Shading and highlighting that appears to vary in intensity and size, use of complex forms, surface handling that enhance the illusion of 3D surfaces. Cards that mechanically "pop-up" may be considered too. Writing collaborates knowledge.
Writing within the card	Does not clearly include 3 facts about the artist. Writing lacks editing.	On topic, all 3 facts are present though minimally topical. Lacks evidence of in depth research or knowledge. Lacks careful editing.	On topic, 3 facts offer knowledge of the artist, their life, and or style. Writing is clear and editing is evident.	MORE than 3 facts offer clear and in-depth knowledge of the artist, their life, and/or style. Writing is clear, thoughtful, and without grammatical or editing flaws.
Deductions	-10	-7	-3	-0
Professionalism	Rips, folds, smudges, and/or evidence that care was significantly lacking.	Rips, or folds, or smudges, or other evidence indicates the artist was not as careful as they could have been for a professional submission.	Minor media mishandling issues persist in the final artwork that could have been avoided, though overall the work is acceptable.	The work is clean, pristine, professional, and an example others could learn from. Care was taken with all portions of the cover, inside, and back.