



Applying computer technology to create digital artwork. Quality digital graphics projects follow good design principles including composition, meaningful messages, and original or manipulated components.

Examples: Stationery, CD labels and jackets, silk screen designs, bumper stickers, logos, product packaging, or posters

Each entry is required to comply with both General Rules and Category Rules.

Category Rules:

- Entries use paint and/or draw programs such as Kid Pix, Fireworks, Illustrator or Photoshop to create an original, computer-generated product.
- Entries should be submitted in .jpg, .gif, .tif, .png, or .pdf format.
- Each entry must be submitted on a separate CD.

Judging Criteria:

Curriculum Connection - 30%

- The educational purpose is clearly evident.
- Completion of this project results in the student's mastery of subject-area and technology TEKS.
- Careful attention is given to writing, spelling and grammar.

Content and Purpose - 20%

- Entries have a clear purpose.
- The focus is on artistic expression.
- Graphic images are the major element.
- Content is appropriate for a any student to view at a district Media Fair exhibit.

Creativity and Originality - 20%

- The piece is artistic and pleasing to the eye with good use of color.
- Use of tools in unconventional ways is encouraged.
- Evidence of graphic manipulation and skill at using the software

Design - 20%

- 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.

Credits / Work Cited - 10%

- All works are properly credited and permission is granted in writing for their use, if necessary.
- All sources are properly cited.