

Monogram

Portfolio Cover Design

Gr. 10 Art



GE- General Electric



AE- American Eagle Clothing

Objective: to create a portfolio cover design using your initials for your monogram, which expresses your personal style and incorporates Elements of Art/Design.

Monogram: a graphic symbol consisting of 2 or more letters combined (usually your initials) printed on stationery or embroidered on clothing.

Source: <http://wordnetweb.princeton.edu/perl/webwn>

Steps:

- 1) Brainstorm for a variety of different ways to create your monogram. Use interesting interpretations for the letters in your initials combined with the elements of art to design the cover of your Art Portfolio.
- 2) Sketch out at least 3 different design ideas first on a piece of paper or in your sketchbook.
- 3) Pick your best design and sketch it lightly in pencil on your portfolio cover.
- 4) Once you are happy with your design add colour with either coloured pencils, or markers.
- 5) You may fill the rest of the space on your cover with additional drawings, images, patterns and designs that express your personal style.
- 6) When done, hand it in with your planning drawings and the rubric to be marked.

Assignment Due Date: _____

Monogram

Portfolio Cover Design Rubric

Criteria <i>Guiding Question</i>	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
Knowledge/ Understanding <i>Have I incorporated the elements and principles of art into my Monogram Design?</i>	Limited use of the elements and principles of design	Used the elements and principles of design with some success	Used the elements and principles of design well	Used the elements and principles of design very effectively
Thinking <i>Does my cover design show evidence of planning and my personal style?</i>	Limited planning and/or evidence of personal style	Some planning and evidence of personal style	Planned a good design and personal style is evident.	Planned an extremely effective design and personal style is clearly evident
Communication <i>Is my design visually pleasing?</i>	Some parts are visually pleasing	Most parts are visually pleasing	Visually pleasing	Very visually pleasing
Application <i>Have I followed the steps in the artistic process? (brainstorm, plan, practice and create)</i>	Followed some of the steps in the artistic process	Followed most of the steps in the artistic process	Followed the of the steps in the artistic process	Followed all of the steps in the artistic process well

Mark:

Comments: