

MART 210 Project #2 - Spring 2023 - Dr. Brandon M. Glover

“Key Art & One-Sheet” Rubric

100 possible points

In this assignment, you will create a digital movie poster which will serve as a “marketing” piece for your production (final project). This project will satisfy the **“Aesthetic and Interpretive Understanding”** learning outcome for the University of South Carolina. Please see project directions & requirements:

1. You must have at least one “image” in your design(s). It can be a person, place, thing, or a combination of the three. **(10 Points)**
2. Your image(s) must be altered/edited in some form, i.e. scaled, colored, filters, etc. **(10 points)**
3. You must have “text” overlays in your design(s). **(10 points)**
4. Your overall design must represent or identify with your story for the final project in some sort of way (write 3-5 sentences on how your art design identifies with your story).
10 points (Use the "WRITE SUBMISSION" option below)
5. You must include:
 - a. your contact info: **NAME & sc.edu email address** on your poster. **(5 points)**
 - b. a **TAGLINE** on your poster. **(10 points)**
6. The aspect ratio of the design must be 18” x 24”: **(10 points)**
 - a. The aspect ratio of the poster should be “portrait” and NOT “landscape.” If you use the “canva app”, the poster template is already set with the correct dimensions. If you use something else, i.e. photoshop, illustrator, etc, you will have to set the aspect ratio manually.

7. You must **use and identify** at least “3” rules of composition according to the “10 Rules of Composition” discussed in-class. The list has also been provided below for your reference. **5 points each - 15 total possible points (Use the "WRITE SUBMISSION" option below)**
- a. Focus (Focal Points)
 - b. Leading Lines
 - c. Scale & Hierarchy
 - d. Symmetrical Balance **or** Asymmetrical Balance
 - e. Complementary Elements
 - f. High **or** Low Contrast
 - g. Repeated Elements
 - h. White Space
 - i. Aligned Elements
 - j. Rule of Thirds
8. Your finished design should be in a .jpg or .png format, and named using the following format:
- a. **Last Name_First Name_ONE_SHEET (5 points)**
 - b. **(Use the "ATTACH FILES" option below to upload).**
9. You must submit your original image as an attachment along with your finished design. Please note that if you used “multiple” images for your design, you are only required to submit “1” of the original images. **5 points (Use the "ATTACH FILES" option below to upload).**
10. You must submit your **final** “treatment” (the one you will be using for your final project) as an attachment along with your finished design. It can be the version you have already submitted for grading, or an updated version if you have changed or altered your

story since it has been submitted. **5 points (Use the "ATTACH FILES" option below to upload).**