



# RUBRIC: DIGITAL ART PRODUCT

From Digital Product Online Judging to State Championship  
Individual Student Event, All Divisions K-12, 2 Titles Allowed Per School to Apply

Look around for the creative students who produce digital art for projects, web sites, materials, etc. and ask them to enter work for this category. The original digital work has no clip art or images from any other source. Each piece should have a unique title.

The best products will be invited to register for the State Championship as semi-finalists (no physical copies or student presentations are required at State as all products will be reviewed digitally). First and second place in each grade division will be recognized at the State Championship Awards.

## What the STLP Coordinator/Coach should do:

- Share the rubric with students who create digital original art
- Decide on a location to post work, noting URL address when the school registers
- Assist students with questions, make suggestions on quality of work; ask an art person to help
- Check for any copyright issues
- Make sure work is school-appropriate.

## What the student should do:

- Review rubric; follow all copyright rules
- Create original digital art that is school-appropriate, turn work in on time to be posted, and include the process used
- Create process: a description written by the student of the steps and tools that he/she used to create the end product
- Enter the piece in only one category. The same product cannot be entered in multiple categories; no one student can have two entries in the same category.

ONLINE JUDGING	CRITERIA	POINTS EARNED
ACCESS	The pieces can be viewed readily online.	0 5
DIGITAL CITIZENSHIP	The image is <u>completely</u> original. There are no issues with attribution, licensing, or copyright, and work is school-appropriate.	0 5
	<b>JUDGING continues ONLY IF image has a score of 10</b>	
CREATIVITY/ORIGINALITY	The piece stands out as unique and original.	1 2 3 4 5
INTEREST	Image or design catches and maintains the viewer's interest (visual communication).	1 2 3 4 5
VISUAL IMPACT	Color, image support the desired mood.	1 2 3 4 5
PROCESS	Students completely explain the process and steps in creating the piece; judges can access this process online without special permission, password, etc.	1 2 3 4 5
	<b>TOTAL SCORE OUT OF 30:</b>	
<b>STATE CHAMPIONSHIP DIGITAL JUDGING</b>		
ACCESS	The pieces can be viewed readily online.	0 5
DIGITAL CITIZENSHIP	The image is <u>completely</u> original. There are no issues with attribution, licensing, or copyright.	0 5
CREATIVITY/ORIGINALITY	The piece stands out as unique and original.	1 2 3 4 5 6 7 8 9 10
INTEREST	The image or design catches and maintains the viewer's interest (visual communication).	1 2 3 4 5 6 7 8 9 10
VISUAL IMPACT	Color, image support the desired mood.	1 2 3 4 5 6 7 8 9 10
PROCESS	The student explains the process and steps in creating the piece and attaches to the piece.	1 2 3 4 5 6 7 8 9 10
	<b>TOTAL SCORE OUT OF 50:</b>	

(For State Judging Only) AWARD PRESENTED ON STAGE ? Grade Division: K-5 6-8 9-12 Place: 1st 2nd