TOME
Student Literacy Society

Digital Graphic Cover Redesign Competition
Instructions to Compete

Individual Event	*Limit 1 entry per chapter*

Objective:
Students will redesign the cover of any fiction book they have personally read. Students will use elements from the story (theme, style, tone, and/or setting) to inspire their creation of a new cover for the book. The redesign will be a digital graphic redesign using a program such as Photoshop.

Anchor Standards:
- CCSS.ELA-Literacy.CCRA.SL.5 Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.

Method of creation:

Students can use any digital graphic design program (ex. Photoshop, Illustrator, etc.). All entries must be totally and completely the original work of the student (no stock images or clip art).

Guidelines:
1. Should be a redesign of the cover of a book that the student has read.
2. Should include the title of the book somewhere on the image.
3. Should be original digital graphic design created by the student (not hand drawn)
4. Should not include any copyrighted material.
5. School appropriate images (no nudity, etc.).
6. Not a team competition.
7. Final product should be in color and submitted as a .jpg or .png file.

Submission limitations:
Individual event. Each chapter is allowed to submit 1 entry.
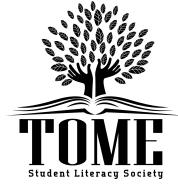
Product should include in any order:
1. 3 pages including the following.
   a. Page 1
      i. Title of book and author of the represented.
      ii. Picture of the original cover of the book
   b. Page 2
      i. A student's artistic representation of a redesigned cover of the book. (All the student's own original work (no stock images or clip art)
   c. Page 3
      i. A 200-400 word explanation of how the student's redesigned cover is a representation of the overall book. Explanation paragraph should include how the new cover include aspects relevant to the content of the book (including theme, style, tone and/or setting with cited evidence from the book text.)

	Method of Submission:
	Judged product must be a high-quality PDF file with clear images. Advisers will submit entries through the online Spring Adviser Competition Entry Form. Specific directions will be emailed to advisers closer to the submission date.
	All entries must be submitted by:
	The posted competition deadline. Entries must be submitted by the Chapter Adviser to the Spring Adviser Competition Entry Form -- only 1 entry per chapter/level (3-5), (6-8) and (9-12).

It List Digital Graphic Cover Redesign Competition
Competition Rubric

Element	Exemplary	Proficient	Unsatisfactory	Points Earned
Content (15)	Three page PDF including: **Page 1** Title of book and author of the represented. Picture of the original cover of the book **Page 2** A student's artistic representation of a redesigned cover of the book. (All the student's own original work (no stock images or clip art) **Page 3** A 200-400 word explanation of how the student's redesigned cover is a representation of the overall book. Explanation paragraph should include how the new cover include aspects relevant to the content of the book (including theme and style with cited evidence from the book text.) (15)	All required pages/content are included, but are out of order or not over three separate pages. (10)	One or more of the required pages and content are missing. (0)	
Title & Author in Redesigned Image (5)	Redesigned image includes the title and author of the book (5)		Redesigned image does not include the title/author of the book, or an incorrect title/author (0)	
Original Work (15)	Contains no stock images/clip art. Image is student's complete original work (15)	Image includes clip art/stock images, but citations are included showing that the items are acceptable for re-use under copyright. (1-10)	Stock images/clip art are used and it is unclear if images are acceptable for re-use under copyright. (0)	
Representation of Book in Redesigned Image and Paragraph Explanation (20)	Image clearly depicts the cover with representation relevant to the content of the book; Explanation paragraph includes references to story elements (theme, tone, style, and/or setting) of book and how those items are portrayed in the new redesigned cover (20)	Image does not appear to match the explanation; explanation is unclear and needs more detail/references to understand relationship to the book (1-19 pts)	Image does not represent the book titled in the project and/or no explanation paragraph is provided or does not include any references to the story elements of the book (0)	
Quality	Graphic design is high quality,	Graphic design lacks	Graphic design is poorly made,	

(20)	well made; Explanation paragraph and redesigned cover have perfect grammar/spelling where applicable, seems professional (15-20 pts)	professional quality but is still a good product and/or has some grammar/spelling errors where applicable (6-14 pts)	unfinished, and/or has several grammar/spelling mistakes (0-5)	
Creativity (25)	Graphic design is thoughtful and creative; it is clear that the student planned out the project. (20-25)	Graphic design is somewhat creative could benefit from more thought and planning. (1-19 pts)	Graphic design is generic and lacks creativity. (0)	
Total				_____/100

It List Digital Graphic Cover Redesign
Classroom Lesson Plan

Unit:
Tome Society

Unit Objective:
Students will redesign the cover of a book that they have personally read.

Anchor Standards:
- CCSS.ELA-Literacy.CCRA.SL.5 Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.

Lesson:
Create an original redesign of a cover of a book using a digital graphic design program such as Photoshop or Illustrator.

Lesson Objective:
Students will redesign the cover of one book that they have personally read.

Tools/Equipment Needed:

Computer (desktop or laptop)

Digital graphic design software (ex. Adobe Photoshop, Adobe Illustrator, Canva, CorelDraw, InkScape, inDesign)

Links to Prior Knowledge/Activities:

Students will have already read their chosen book and participated in a discussion about the elements of the story (theme, tone, style).

Lesson Activities:

1. The teacher will provide instructions on how to create a digital graphic cover redesign and give students the guidelines concerning their art piece. The teacher will then provide a clear example of what an appropriate cover redesign looks like while highlighting exactly which items each student should include. The teacher will also take time to review the rubric in which the students will be graded.
2. Students will then have opportunities, both in class and outside of class to complete their assignment. The teacher, other students, and discussion boards will be able to assist and guide students with their cover redesign.
3. Students will submit their final project which will be graded both by their teacher and by the judges of the Tome Society Digital Graphic Cover Redesign competition, using a rubric.

Assessment

The students' cover redesign will be graded according to a rubric and the finished product will serve as the assessment.