# “Rolling Stone Cover Project”

Photo 2 – Rubric

**Assignment:**

Create and shoot a concept for a Rolling Stone Magazine cover as an Art Director/Photographer team. Photoshop and InDesign will be used to create a cover layout, which reflects the subject and decade chosen by your group.

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| **Evidence of Requirements** | **Mastered** | **Satisfactory** | **Needs Work** | **No Evidence** |
| Directions   * Project is reflective of era * Included 1 image / effective to design (era & subject choice) * Logo included * 4-6 headlines (subheads) reflective of era and RS styling * Created PDF / printed |  |  |  |  |
| Technique / Image   * Styling relevant to era & subject * Effective use of Photoshop (color correction, layers, masking) * Neat & creative inclusion of RS logo / placement reflective of RS style |  |  |  |  |
| Technique / Design   * Effective use of In Design * Fonts are legible and designed effectively for the era * Layout is well composed / does not distract from image |  |  |  |  |
| Creativity   * Thoughtful use of styling models to reflect era * Props, poses overall design of cover emulate era and subject effectively |  |  |  |  |
| Work Ethic   * Effective use of class time * Saved image properly to server * Printed submission as required |  |  |  |  |

**Total Points /40**