

Digital Portfolio

I. Creating the Digital Portfolio

- A. The digital portfolio will consist of THREE (3) pieces – ONE (1) photograph, ONE (1) graphic design poster and ONE (1) series of FIVE (5) photographs.

B. Photograph Assignment

1. The student must take ONE (1) photograph, that illustrates ONE (1) of the below elements of design. Please, click on each term for examples of their visual definition.

- (1) [Emphasis](#): an accentuation of importance
- (2) [Balance](#): a distribution of equal visual weight
- (3) [Proportion](#): a scaling of objects in relation to each other
- (4) [Movement](#): a directed path of optical motion
- (5) [Rhythm](#): a repetitive organized movement within an image
- (6) [Variety](#): the use of various elements within the same image

- a. The student must write a brief summary describing how their photograph illustrates their chosen design element.
- b. The photograph may be taken on a phone or with a camera.
- c. If you would like to better understand photographic design elements, then please click [here](#).

C. Graphic Design Poster Assignment

1. Next, the student must create ONE (1) graphic design poster. The artwork may be done by hand or digitally.
- a) Create an 11 x 17 poster illustrating the following:
 - (1) ONLY include the THREE (3) primary colors: **RED**, **YELLOW** and **BLUE**.
 - (2) ONLY include ONE (1) of the following design elements:
 - (a) Balance: a distribution of equal visual weight
 - (b) Alignment: an arrangement forming a straight line
 - (c) Emphasis: an accentuation of importance

(d) Proportion: a scaling of objects in relation to each other

(e) Movement: a directed path of optical motion

(f) Pattern: an orderly repetition of an object

(g) Contrast: a juxtaposition that accentuates difference

(h) Unity: a harmonious arrangement of elements

1. If you would like to better understand graphic design elements, then please click [here](#).
2. If you would like to better understand the fundamentals of graphic design, then please click [here](#).
3. If you would like to see examples of a graphic design poster, then please, click [here](#), [here](#) and [here](#).
4. **Please, label** which design element, you chose for the poster.
5. Write the label at the top of the poster.
6. **The student must then write a brief summary describing how their graphic design illustrates ONE (1) of the design elements.**
7. If you are interested in an online medium for the student to create their graphic design poster, then the most universal digital art software is the [Adobe Creative Cloud subscription service](#), which is about \$19.99 a month for students and teachers.
8. If the student chose Adobe Creative Cloud, then they should use the [Adobe Illustrator](#) application to create the graphic design poster.
9. The student may also use [Figma.com](#).
10. The Figma software allows a person to create a certain number of digital art pieces for free, until the company requests a [subscription fee](#) that starts at \$12.00 a month.
11. The user can share their work with friends and family with a Figma account.
12. If you are interested in Adobe Creative Cloud, then please click [here](#).

13. If you would like to know more about the Adobe applications, then please click [here](#).
14. If you would like to view a playlist of introductory Adobe Illustrator video tutorials, then please click [here](#).
15. If you would like to view a longer video tutorial on Adobe Illustrator, then please click [here](#) for the recording and [here](#) to download the exercise files to follow along in the course.
16. If you would like to know how to export an Adobe Illustrator file into a PDF (Portable Document Format), then please click [here](#).
17. If you would like to access the Adobe Illustrator Learn & Support webpage, then please, click [here](#).
18. If you would like to access Figma.com, then please, click [here](#).
19. If you would like to view a playlist of introductory Figma video tutorials, then please click [here](#).
20. If you would like to know more about the design tools in Figma, then please click [here](#).
21. If you would like to view short Figma tutorial videos, then please click [here](#).
22. If you would like to know how to export your Figma file into a PDF, then please, click [here](#).
23. If you would like to access the Figma Help Center website, then please, click [here](#).

D. Visual Story Assignment

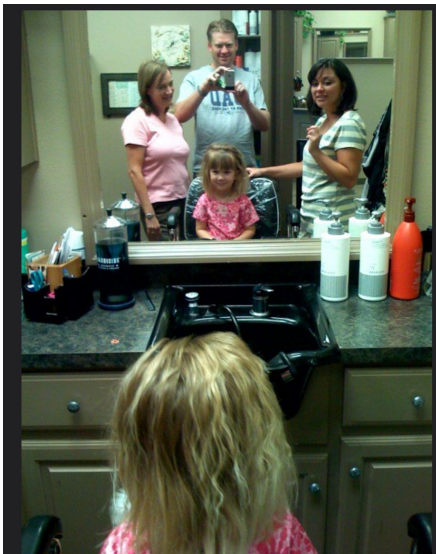
3. Next, the student will take FIVE (5) photographs, that tell a complete visual story, that includes EXPOSITION, RISING ACTION, CLIMAX, FALLING ACTION and RESOLUTION.
 1. This project provides the student the opportunity to think visually. Rather than *telling* me what happens, the student must *show* me what happens.
 2. Please, click on each below term to learn more about the elements of the story.

- a. EXPOSITION: The characters are introduced.
 - b. RISING ACTION: The characters begin doing something.
 - c. CLIMAX: The most exciting part of the story.
 - d. FALLING ACTION: The resulting events after the climax.
 - e. RESOLUTION: The end of the story.
3. The student must title the visual story.
 4. The student must number and label the photographs in sequential order.
 5. Two examples of the visual story assignment are below:

Example #1

Title: *Getting A New Haircut!*

1. Exposition



2. Rising Action



3. Climax



4. Falling Action



5. Resolution



SOURCE: <https://www.flickr.com/groups/463583@N22/discuss/72157601453847579/>

Example #2

Title: *Baking Muffins*

1. Exposition



2. Rising Action



3. Climax



4. Falling Action



5. Resolution




SOURCE:

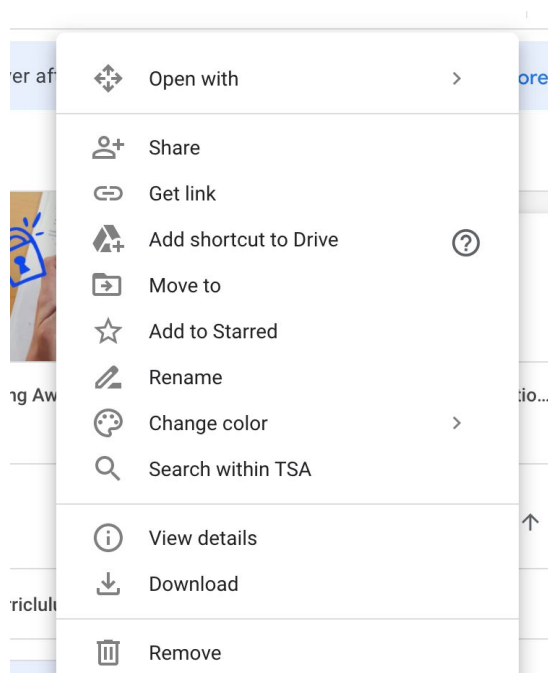
<https://www.beginnerphotography podcast.com/photography-tips/the-5-photos-you-need-to-tell-a-ny-story>

6. If you would like to receive further information about the narrative structure of this visual story assignment, then please click [here](#).

II. Delivering the Digital Portfolio to Mr. Goldsborough

1. Create a folder in Google Drive.
2. Click [here](#) and [here](#), if you do not know how to create a Google Drive folder.
3. Place all THREE (3) art pieces in the folder.
4. Name the folder "Your First Name Your Last Name's Communication Arts Assessment Portfolio".
5. Share the folder with Mr. Goldsborough by doing the following:

- a. Right click on the the folder, and choose the  Share option in the popup window. The popup window looks like this



- b. Choose the “Share with people and groups” option, and type my email address, Rashad.Goldsborough@redclayschools.com, in it.
- c. Click the “Done” button.
- d. In the “Message” section, write your “First Name and Last Name’s Communication Arts Assessment Portfolio” and the date and time of the submission.
- e. Click the blue “Send” button.
- f. If you receive a “Share outside of organization?” alert, then click the “Share anyway” option in blue lettering.
- g. If you would like to know more about sharing Google Drive folders and files, then please click [here](#). The steps to share both Google Drive folders AND files are the same.

Please DO NOT combine the communication arts portfolio with a visual arts portfolio. They MUST be separate.

- **EMAIL:** Rashad.Goldsborough@redclayschools.com

Rubric

Category	4	3	2	1	Score
Photographic clarity	4 – Photographic clarity allows the image to be clearly seen.	3–Photographic clarity allows the image to be somewhat seen.	2 -Photographic clarity allows the image to be barely seen.	1-Photographic clarity does not allow the image to be seen.	
Exposition	4 – Exposition is clear.	3 – Exposition is somewhat clear.	2 – Exposition is difficult to understand.	1 – There is little to no exposition.	
Rising Action	4 – Rising Action is clear.	3 – Rising Action is somewhat clear.	2 – Rising Action is difficult to understand.	1 – There is little to no rising action.	
Climax	4 – Climax is clear.	3 – Climax is somewhat clear.	2 – Climax is difficult to understand.	1 – There is little to no climax.	
Falling Action	4 – Falling Action is clear.	3 – Falling Action is somewhat clear.	2 – Falling Action is difficult to understand.	1 –There is little to no falling action.	
Resolution	4 – Resolution is clear.	3 – Resolution is somewhat clear.	2 – Resolution is difficult to understand.	1 – There is little to no resolution.	
Focus (Do the photographs stay on topic?)	4 – Related to topic – Expands it	3 – Wanders but keeps topic	2 – We learn nothing of topic	1 – Not on topic	
Organization (Make the visual story easy to follow)	4 – Good sequence & transitions	3 – May have one thing out of sequence	2 – Hard to follow	1 – Random order of events.	

Original Graphic Design	4 – Example accurately illustrates a principle of design and the three primary colors. Has a well written and proofread summary.	3 - Example moderately illustrates a principle of design and the three primary colors and includes a summary.	2 – Example lacks a principle of design and the three primary colors, but includes a summary.	1 – Example neither includes a principle of design nor the three primary colors. It does not include any summary.	
Original Photography Choose one: (Still camera or Smartphone)	4 – Example accurately illustrates a principle of design.	3 – Example moderately illustrates a principle of design.	2 – Example lacks a principle of design.	1 – Example does not include a principle of design.	
				Total:	

Total Pts: _____/40 = _____%