Arts Assessment For Learning

VISUAL ART — 5TH GRADE

CRITERIA: GRAPHIC DESIGN-CEREAL BOX

When looking at the cereal box designs ask yourself:

1. What is the name of the cereal and why is it named that name?
2. What is pictured on the box and why is it there?
3. Where is the location of cereal's name? What is the typeface and how big is it on the box?
4. What other phrases and words are on the box and why are they put there?
5. What types of colors are used and why are they used in the design?
6. What is the goal of the designer in the design of the cereal box?
7. Who is buying the cereal?
8. What is emphasized in each cereal box design?
9. What are the similarities and differences between each cereal and each types of cereal?

Cereal Box Design Criteria

1. Make cereal stand out
2. Designed clearly
3. Created for the user
4. Well drawn cereal bowl
5. Neat and clear

Cereal Box Title Design Criteria

1. Easy to read
2. Large typeface
3. Bold
4. Color matches type of cereal
5. Even lettering
6. Consistency
7. _____

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Criteria for Cereal Box and Color

1. Bold colors

2. Neatly applied

3. Colors match type of cereal

4. Title stands out from package colors

5. Use lights and darks of colors to add dimension to words

6. Outlining makes colors stand out

7. _____

Color Criteria

1. Bold and bright
2. Healthy cereals have some type of color that "says" healthy
3. Each element stands out from the color which surrounds it
4. If there is gradation, it is even
5. Colors match type of cereal
6. _____

Cartoon Character Criteria

1. Character goes with type of cereal
2. Character is original
3. Character is clear and simple
4. Character appeals to the user
5. Character is neatly drawn
6. _____

Criteria for Cereal Box Composition

1. Title pops off the page and is very noticeable
2. Placement of objects should take up the whole page
3. Clear and neat
4. All fonts are clear and noticeable
5. Characters should connect to other elements on the box
6. Space should not be too crowded
7. Composition should attract user amongst all other packages on the shelf
8. _____