ENG 2PI: ‘The Island’ Book Cover

**Curriculum Expectations:** Reading 1, Writing 1, 2, 3 and Media 2, 3

**Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Due Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Learning Goal:**

You will design a book cover for the imaginary novel ‘The Island’ that demonstrates your knowledge of the movie plot and the elements of a book cover.

**Success Criteria Checklist:**

❑ All process work is complete, has proof of editing and has been handed in.

❑ All book cover design elements adhere to the proper format.

❑ The book teaser demonstrates extensive knowledge of The Island without spoiling the ending.

❑ The cover image is original, relevant and appealing.

❑ The movie quote has been carefully selected and is insightful.

❑ The book reviews are descriptive and effectively sell the novel.

❑ The book slogan is extremely creative and appeals to future readers.

❑ All writing uses proper grammar, spelling and punctuation.

❑ The book cover looks extremely professional and has been hand drawn or created

electronically.

❑ I have read the rubric, carefully checked all requirements, and handed the rubric in

with the final draft of my book cover.

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|  |  | **Level 4** | | **Level 3** | **Level 2** | | **Level 1** | | | **R** |
| Media 1.2  Media  3.4 | **Knowledge**  -Plot  -Design elements of a book cover | Demonstrates excellent knowledge of the film.  Book cover demonstrates thorough and sophisticated knowledge of all design elements. | Demonstrates good knowledge of the film.  Book cover demonstrates accurate knowledge of the design elements. | | | Demonstrates adequate knowledge of the film.  Book cover demonstrates adequate knowledge of some design elements; some elements seem rushed. | | Demonstrates limited knowledge of the film.  Book cover demonstrates limited knowledge of design elements. | Demonstrates  inadequate knowledge of the film.  Book cover elements are missing/ incomplete or demonstrate inadequate knowledge of the design elements. | |
| Writing  1.5  Oral  1.4  Writing  2.6 | **Thinking**  -Teaser  -Quote  -Process Work | All significant parts of the plot have been summarized without spoiling the ending.  Movie quote demonstrates sophisticated insight into the film.  Extensive use of planning, organizing and editing to improve the quality of the final product. Bravo! | Most significant parts of the plot have been summarized without spoiling the ending.  Movie quote demonstrates good insight of the film.  Solid use of planning, organizing and editing to improve the quality of the final product. | | | Some significant parts of the plot have been summarized. Some clues about the ending have been spoiled.  Movie quote demonstrates adequate insight of the film.  Some use of process work to improve the final product; more time should be spent on this! | | Plot summary lacks significance. Many clues about the ending have been spoiled.  Movie quote demonstrates limited insight of the film.  Limited process work is complete and few improvements are evident. | Plot has not been summarized adequately. All significant plot parts have been spoiled.  Movie quote is inadequate or is missing/ incomplete.  Process work is incomplete/ missing. | |
| Writing 2.2  Writing  3.3  Writing  3.1  3.4  3.3 | **Communication**  -Book Reviews  -Slogan  -Spelling, grammar and punctuation | Book reviews are very descriptive and effectively sell the novel.  The slogan is extremely creative and appealing.  Spelling, grammar and punctuation are free of error. | Book reviews are descriptive and sell the novel.  The slogan is creative and appealing for the most part.  Spelling, grammar and punctuation have minor errors (1-3) | | | Book reviews are somewhat descriptive and somewhat sell the novel.  The slogan is somewhat creative and appealing.  Spelling, grammar and punctuation have some errors (4-6) | | Book reviews are limited. More description is needed to sell the novel.  The slogan has limited creativity and appeal.  Spelling, grammar and punctuation have errors throughout (7-10) | Book reviews use inadequate descriptive language. They do not sell the novel or are missing/ incomplete.  The slogan is inadequate or missing/ incomplete.  Spelling, grammar and punctuation are inadequate (11+) | |
| Media  3.2  Media  1.2 | **Application**  -Ability to transfer knowledge of film through the digital format  -Cover Image | Transfers knowledge through the computer program with a high degree of effectiveness. Design is very professional and appealing.  Cover image chosen represents a thoughtful and sophisticated understanding of the theme and ideas of the film. | Transfers knowledge through the computer program with considerable effectiveness. Design is professional and appealing for the most part.  Cover image chosen represents an accurate and interesting understanding of the theme and ideas of the film. | | | Transfers knowledge through the computer program with some effectiveness. Design is somewhat professional and appealing.  Cover image chosen represents an adequate understanding of the themes and ideas of the film. | | Transfers knowledge through the computer program with limited effectiveness. Design lacks professionalism and appeal,  Cover image chosen represents a limited understanding of the theme and ideas of the film. | Does not transfer knowledge of film to a computer generated design.  Cover image chosen represents an inadequate understanding of the theme and ideas of the film or is missing/ incomplete. | |

How is this being marked?