

NCRA Young Authors Cover Art Rubric

2022-2023 Theme: *Your Voice Matters: Celebrating Every Readers' Story*

	Excellent	Good	Fair	Needs Work
CRITERIA	4	3	2	1
Visual Impact (overall quality)	The work has the power to “wow” the viewer. Design reflects a strong visual interpretation of the theme.	The work has a lasting impact on the viewer. Design reflects a good visual interpretation of the theme.	The work holds the viewer’s attention . The design reflects some visual connection to the theme.	There is little or no impact on the viewer. Little or no visual connection to the theme.
Interpretation and Creativity (completeness/effort/adherence to theme)	The theme is clearly evident and well-executed. Originality in theme interpretation is excellent. Will print clearly and cleanly.	The theme is evident in the piece. Originality in theme interpretation is good. Will print clearly and cleanly.	The theme is somewhat evident and fairly executed. However, the work appears unfinished. May not print clearly or cleanly.	Theme is not evident . Project is incomplete or lacks attention to detail. Will not print clearly or cleanly.
Composition/Design (organization)	The design is Vertical for book cover printing. The design fills the entire space with intention. Effective use of white space.	The design is Vertical for book cover printing. The design mostly fills the space. Use of white space is mostly effective.	The design is NOT Vertical for book cover printing. The design partially fills the space. Too much white space.	The design space is somewhat used, but overall incomplete and/or unorganized.
Craftsmanship (made with skill of mediums and overall neatness)	The design is beautiful and complete. Text is clear and well-spaced.	The design is pleasing and partially complete. Text is mostly clear.	The design is fairly neat. Text is not well-spaced or clear overall.	The design lacks neatness and text is not clear or well-spaced.

Judge #1: _____

Judge #2: _____

Total Score: _____

Criteria for the YA Cover Design:

1. Must be drawn by hand or with computer tools—no photographs, stock photos, or graphics. Appropriate content only!
2. Must be on blank, white 8½ by 11 inch piece of paper
3. Design must be VERTICAL for book cover
4. Should clearly address the theme
5. Color is not required, but may add to impact; originality and creativity are key components for judging
6. Any lettering and/or words should be neatly and clearly drawn/written
7. Leave a 1 inch blank border on all sides of the paper
8. Should not have the artist's name on design—the artist will be recognized on the inside of the book
9. Must be sponsored by an NCRA Member
10. Entry form must be filled out completely
11. Art Entries must be uploaded as jpeg files by stated due date
12. The original hard-copy submission will be mailed to state YA Chair upon request following judging.
13. NCRA recommends keeping a copy of the original at the local council level