

CREATE A TAG

Procedures:

1. Begin with a balance plan – symmetrical (equal on both sides) , asymmetrical (informal placement) , radial (from a center point);
2. Select 2-3 other principles you want to emphasize - Proportion (size), Emphasis (one part stands out), Variety (differences), Rhythm (movement), Pattern (repeating), Unity (goes together);
3. Create objective pictures, lettering or symbols or non-objective designs but make sure the final design is original and not a copy of something you have seen;
4. Sketch several thumbnail size outlines to start brainstorming ideas on scrap paper;
5. Research different type of style: basic block, bubble letters, using graph paper, stylized lettering;
6. Define one of your sketches to create in full color – choose the size paper you prefer



Graffiti Tag Rubric: Letternig

Design a Tag Name _____

				Points
Balance/Use of space	1-2 points	3-4 points	5 points	
	Lots of empty space no balance plan.	Good use of space incorrect type of balance.	Excellent use of space correct type of balance.	
Principle of Art	1-2 points	3-4 points	5 points	
	No organized use or understanding of the principles of art.	Evidence of principles used, but poor or little explanation.	Principles of art evident and explained very well.	
Craftsmanship	1-2 points	3-4 points	5 points	
	Poorly done, messy, lack of care.	Average effort, some problems with neatness.	High quality, lots of care and neatness.	
Use of Class Time	1-2 points	3-4 points	5 points	
	Minimal effort, poor use of class time.	Most days good effort & use of class time.	Excellent use of class time, high effort.	
Creativity & Symbolism	1-2 points	3-4 points	5 points	
	Little originality / no meaning or symbolism in design.	Idea creative / some explanation of symbolism.	Extremely original / symbolism explained well and creative.	
				Total Points: _____