

PRACTICE MATERIAL FOR SPELLATHON

(GRADE12)

1. Brand Identity Package

Objective: Develop a comprehensive brand identity package for a fictional business.

Rubric:

- **Brand Cohesion (25 points):** Consistency across all design elements.
- **Creativity (25 points):** Originality and innovation in design.
- **Aesthetic Quality (25 points):** Visual appeal and professionalism of the designs.
- **Presentation Clarity (25 points):** Effectiveness of the overall presentation and organization.

2. Poster for a Social Cause

Objective: Create a visually striking poster to promote awareness for a social cause.

Rubric:

- **Message Clarity (25 points):** Effectiveness in conveying the cause and call to action.
- **Visual Impact (25 points):** Use of imagery and design elements to attract attention.
- **Research Depth (25 points):** Inclusion of relevant data or quotes that support the cause.
- **Overall Design (25 points):** Aesthetic quality and professional presentation.

3. Editorial Magazine Cover

Objective: Design a magazine cover for an issue related to a current trend or event.

Rubric:

- **Content Relevance (25 points):** The cover effectively reflects the chosen topic.
- **Visual Cohesion (25 points):** Consistency in design elements and layout.
- **Typography (25 points):** Effective use of fonts that enhance readability and appeal.
- **Overall Aesthetic (25 points):** Professional quality and visual appeal of the cover.

4. Digital Campaign Graphics

Objective: Create a series of graphics for a digital marketing campaign.

Rubric:

- **Creativity (25 points):** Originality in the design and campaign concept.
- **Cohesiveness (25 points):** Consistency in branding across all graphics.
- **Engagement (25 points):** Ability to attract and maintain audience interest.
- **Overall Design Quality (25 points):** Professionalism and polish of each graphic.

5. Infographic on a Current Issue

Objective: Create an informative infographic on a current issue or trend.

Rubric:

- **Content Accuracy (25 points):** Information is well-researched and relevant.
- **Organization (25 points):** Clear layout and logical flow of information.
- **Visual Elements (25 points):** Effective use of graphics and design to enhance understanding.
- **Engagement (25 points):** Ability to capture interest and effectively convey information.