

World Book Day Creative Quiz

Learning objective: To explore artistic techniques, colour theory, and design principles used in book illustration and World Book Day projects.

Join Zara the Zebra for a creative challenge! Use your knowledge of art and design to answer these questions about book-themed creativity.

Answer Key: 1.C, 2.True, 3.Illustration, 4.B, 5.False, 6.Texture, 7.A, 8.True, 9.Secondary, 10.Composition.

Zara's Top Tip: Remember that artists often use a light pencil sketch before adding colour to ensure their layout is perfect!

Word bank: Primary · Secondary · Texture · Composition · Illustration · Sketch · Portrait · Collage

1. 1. What do we call a drawing or painting that tells a story alongside the text? A) Sculpture B) Portrait C) Illustration* D) Map (1 mark)

2. 2. True or False: 'Primary colours' are red, yellow, and blue. (1 mark)

3. 3. What is the one-word name for an artwork made by sticking different materials like paper, fabric, and leaves onto a surface? (1 mark)

4. 4. Which of these is a 'Secondary' colour? A) Blue B) Green* C) Red D) Yellow (1 mark)

5. 5. True or False: You should always press down very hard with your pencil when doing your first rough sketch. (1 mark)

6. 6. If you want your drawing of a dragon's scales to look rough and bumpy, what art element are you focusing on? (1 mark)

7. 7. How do you make a colour 'lighter' when using watercolours? A) Add more water* B) Add black paint C) Use less paper D) Press harder (1 mark)

8. 8. True or False: A 'portrait' is a drawing or painting of a person or character. (1 mark)

9. 9. If you mix two primary colours together, what type of colour do you create? (1 mark)

10. 10. Which word describes how you arrange the different parts of your artwork on the page to make it look balanced? A) Texture B) Mixing C) Composition* D) Brightness (1 mark)

Draw: Zara the Zebra wants you to design a new book cover! Draw a scene featuring an original character (like a space-travelling hamster or a knight who is afraid of bees) and include a title written in creative bubble letters.



Extension challenge: Imagine your book cover costs £3.50 to make. If you sold 10 copies, how much money would you make in total? Show your maths working out!