

World Book Day: Art and Illustration Assessment

Learning objective: To demonstrate understanding of illustration techniques, visual storytelling, and character design in the context of World Book Day.

Read each question carefully. Use the provided word bank to support your answers. Ensure your written responses use clear, descriptive language.

Pip the bookworm caterpillar is preparing a display for World Book Day. Pip wants to create an illustration that shows how a story can take a reader on an adventure. Pip is experimenting with different artistic styles, such as using bold outlines to make characters stand out and using warm tones to create a welcoming feeling for the library display.

Word bank: composition · texture · focal point · shading · medium · perspective · silhouette · color palette

1. 1. Pip wants to make sure the reader looks at the main character first. What is the correct art term for the most important part of an image that draws the eye? (1 mark)

2. 2. If you were illustrating a scene for a book, why might you choose a dark 'color palette' for a mysterious forest scene compared to a bright one for a sunny beach? (2 marks)

3. 3. Explain how the 'medium' an artist chooses (such as charcoal, watercolors, or digital tools) changes the 'texture' of the final artwork. (3 marks)

4. 4. Describe how an artist can use 'perspective' to make an object in a drawing look like it is very far away or very close to the reader. (4 marks)

5. 5. Think about a story you have read. Choose a character and describe how you would use a 'silhouette' to create a sense of mystery or drama in an illustration of that character. (5 marks)

6. 6. Design a book cover for a story about an adventure in space. List three artistic elements you would include to make the cover appeal to children and explain why you chose them. (5 marks)

7. 7. Why is it important for an illustrator to consider the 'composition' of a page when placing text and images together? (5 marks)

Draw: In the box below, sketch a book cover illustration for a story about Pip the caterpillar's next adventure. Use shading to show light and dark areas, and label your focal point.



Extension challenge: Total: /25. Challenge: Research an illustrator whose work you admire. Write a short paragraph explaining how they use line and color to tell a story without using any words.