World Book Day: The Art of Storytelling

1. C) Focal point (1 mark)

Working: The focal point is the area of an image that draws the viewer's eye first.

Award 1 mark for the correct letter.

2. True (1 mark)

Working: Cool colours are associated with calm, cold, or sad moods in colour theory.

Award 1 mark for the correct answer.

3. B) Perspective (1 mark)

Working: Perspective is the technique used to represent three-dimensional objects on a two-dimensional surface to give the illusion of depth.

Award 1 mark for the correct letter.

4. A) Composition (1 mark)

Working: Composition refers to the placement or arrangement of visual elements in a work of art.

Award 1 mark for the correct letter.

5. D) Green (1 mark)

Working: Green is made by mixing blue and yellow, which are primary colours.

Award 1 mark for the correct letter.

6. False (1 mark)

Working: Professional illustrations can be created using many mediums, including digital tools, pencils, watercolours, or ink.

Award 1 mark for the correct answer.

7. Tone (or Shading) (1 mark)

Working: Tone refers to the lightness or darkness of a colour, which creates the illusion of form.

Award 1 mark for the correct term.

8. B) Silhouette (1 mark)

Working: A silhouette shows only the outline of a figure, obscuring details and creating mystery.

Award 1 mark for the correct letter.

9. C) Texture (1 mark)

Working: Texture describes the tactile quality of a surface, whether real or implied through drawing techniques.

Award 1 mark for the correct letter.

10. Answers will vary. (2 marks)

Look for: The student must identify a specific colour and link it to a mood or narrative element.

Good: The artist used red because it looks exciting and makes the book stand out.

Better: The artist used dark blue and black to show that the story is set at night and feels mysterious.

Best: The artist used a palette of warm oranges and yellows to create a sense of comfort and nostalgia, which matches the story's theme of a cosy home.

What moves an answer up: Moving from good to best requires linking the colour choice to a specific emotional or narrative purpose within the story.

What a secure answer looks like

A secure answer demonstrates an understanding of how technical art terms (composition, perspective, tone) are applied to visual storytelling. Students should be able to justify their artistic choices with clear reasoning.

If your child is stuck

Ask your child to look at a picture book and point to the most important part of the page; explain that this is the 'focal point'. For colour questions, ask them how they feel when they look at a bright yellow sun versus a dark grey storm cloud.

Common mistakes to watch for

Students often confuse 'composition' (the arrangement) with 'perspective' (the depth). They may also incorrectly assume that only 'fine art' materials like oil paint are professional, ignoring the wide variety of digital and mixed-media techniques used in modern publishing.