

Final Project | Artwork + Statement + E-portfolio | Rubric

15 points

_____ Student
 _____ Ref #
 _____ Total Points

**Grading Criteria
 Artwork**

Artwork (up to 10 Total):	2 - Exceeds	1.5 - Meets	1 - Approaches	0.5 - Does Not Meet	Value
<p>1. Craftsmanship: Has the final design been executed in a professional manner? Does the design utilize the designated materials with care, effort, and attention to detail.</p> <p>2. Composition: Does the design apply basic elements and principles of composition (activate the entire picture plane, adhere to the rule of thirds, and establish a focal point and visual flow)?</p> <p>3. Principles of Organization: Does the design utilize principles of organization to unify the elements of design (line, shape, space, value, texture, and color)? Principles of organization include negative/positive space, figure/ground relationships, contrast, repetition, emphasis, and directional forces.</p> <p>4. Color Theory: Does the design demonstrate an understanding and ability to apply basic concepts of color theory (hue, value, saturation, color schemes, and complementary colors)?</p> <p>5. Form & Content: Does the design utilize non-representational form, design elements, and texture to convey an idea or emotion (adjective = content)?</p>	<p>Sophisticated application of basic design media. Great attention to detail and craft</p> <p>Clear awareness and use of all compositional principles.</p> <p>Design is unified and harmonious. Utilizes various principles of organization to unify each of the elements of design</p> <p>Sophisticated use of color to create emphasis, visual flow, and space. Establishes a full range of value and utilizes complementary colors for mixing neutrals and simultaneous contrast.</p> <p>Design demonstrates a clear personal vision through formal strategies.</p>	<p>Evidence of attention to craft and ability to work with design media. Some attention to detail.</p> <p>Most compositional principles evident.</p> <p>The design demonstrates an understanding of the principles of organization but does not fully unify each of the elements of design.</p> <p>Utilizes complements when mixing paint. Does not rely on the use of black to establish a full range of value. Shows evidence of how to establish a focal point and visual flow with color.</p> <p>Design demonstrates an attempt at personal expression through the use of formal strategies.</p>	<p>Little evidence of an attention to craft, some ability to work with design media. No attention to detail.</p> <p>Some compositional principles evident.</p> <p>Some evidence of understanding of the principles of organization but the design is not unified and harmonious. Areas of the designs are not activated.</p> <p>Some use of complements and value, still uses black to mix darker values and/or uses paint straight out of the tube (not mixing all colors). Does not utilize color to create a focal point, visual flow, and space.</p> <p>Design demonstrates some degree of personal engagement & expression.</p>	<p>Lacking evidence of attention to craft, detail, and ability to work with design media.</p> <p>No evidence of compositional principles.</p> <p>Design is not unified and harmonious, does not utilize the principles of organization.</p> <p>Very limited color mixing and application of color theory.</p> <p>Design does not attempt to communicate a personal vision through formal strategies.</p>	
Project Total:					_____

Written Critique was uploaded to E-portfolio and read in class:	1 - Exceeds	0.75 - Meets	0.5 - Approaches	0.25 - Does Not Meet	Value
<p>6. Followed guidelines: The written critique follows the guidelines and has three distinct paragraphs. All paragraphs address the questions asked without having an answer format. The text has between 200 words (minimum) and 600 words (maximum)</p>	The written critique follows three of the required guidelines and has 401 words or more.	The written critique follows three of the required guidelines and has 400 words or less.	The written critique follows two of the required guidelines.	The written critique does not follow the guidelines	
<p>Written Critique (up 2 Total):</p> <p>7. Vocabulary: Does the student utilize correct design terminology to identify and describe elements and principles of design within their final project?</p> <p>8. Analysis: Does the student utilize correct design terminology to identify design strategies that are used to communicate a predetermined meaning or emotion (mark-making, high/low contrast, emotive color, composition, geometric/organic shapes)?</p>	<p>1 - Exceeds Clear evidence the student understands design vocabulary. Sophisticated awareness of techniques and compositional elements. Provides an accurate and detailed analysis of aesthetic choices, consistently relates form to meaning.</p>	<p>0.75 - Meets Shows understanding of some design vocabulary relating to technique and composition. Provides a fairly detailed analysis of aesthetic choices, and is able to relate form to meaning</p>	<p>0.5 - Approaches Shows little understanding of design vocabulary. Is able to identify and explain some aesthetic choices, and has some sense of the connection between form and meaning.</p>	<p>0.25 - Does Not Meet Shows no understanding of design vocabulary. Analysis of aesthetic choices is incomplete or incoherent; little sense of the relationship between form and meaning.</p>	Value
Written Critique Total: _____					

Artwork was uploaded to E-portfolio (up to 1 Total) and original presented in class (up to 2 points):	1 - Exceeds	0.75 - Meets	0.5 - Approaches	0.25 - Does Not Meet	Value
<p>11. Quality of the uploaded Image: Was the image properly photographed/ scanned? Is the image in focus, straight, with good resolution and proper lighting?</p> <p>12. Presented original artwork.</p>	Image is in focus, straight, with good resolution and lighting.	Image is somewhat in focus and straight, with good resolution and some attention to lighting.	Image is crooked and/or out of focus, with good resolution and no attention to lighting.	Image is crooked, out of focus, low resolution with no attention lighting.	
Final Total: _____					