

## Organizing the Random | Grade Rubric

5 points

Name: \_\_\_\_\_ Class Reference # \_\_\_\_\_ Total Points: \_\_\_\_\_

Emotional Content: \_\_\_\_\_ Shape: \_\_\_\_\_ Design Tool: \_\_\_\_\_ Material: \_\_\_\_\_

Grading Criteria	1 - Exceeds	0.85 - Meets	.7 -Approaches	0.5 - Does Not Meet	Value	
					Student	Prof
<p><b>Craftsmanship &amp; Materials:</b> Has the final design been executed in a professional manner? Designs should utilize the designated materials with care, effort, and attention to detail. This includes proper mounting to Bristol Board.</p>	Sophisticated application of basic design media. Great attention to detail.	Evidence of attention to craft and ability to work with design media. Some attention to detail.	Little evidence of an attention to craft, some ability to work with design media. No attention to detail.	Lacking evidence of attention to craft, detail, and ability to work with design media.		
<p><b>Emotional Content:</b> Is your emotional content evident in the final design? The concept for your design is the word you chose at random in class.</p>	The emotional content is clearly evident through sophisticated use of design elements and principles.	The emotional content is evident through use of design elements and principles.	The emotional content is somewhat evident through use of design elements and principles.	The emotional content is not evident.		
<p><b>Elements of Design:</b> Does the design incorporate the agreed shape? Does it include positive/negative space, figure/ground relationships through refined use of mark making lines and textures? Are actual and implied textures clearly emulated?</p>	Strong figure/ground relationships, ability to create a full value range and sense of space using line and mark making. Demonstrates a sophisticated understanding of compressed and expanded space.	Evidence of variation of mark-making and basic design techniques. Displays an understanding of how to create visual texture.	Some evidence of an ability to apply basic design techniques. Some line variation evident but does not display an ability to render visual textures.	Poor ability to apply basic design techniques. Does not establish line variation or visual texture.		
<p><b>Techniques:</b> Does the design demonstrate an ability to use a variety of mark-making techniques to create variation of line and visual texture?</p>	Design successfully presents the illusion of depth. Utilizes the basic elements that create depth to establish the illusion of depth. Sophisticated use of full range of value.	Design attempts to create the illusion of depth. Utilizes some of the elements that create depth to establish the illusion of depth. Show evidence of intentional use of full range of value.	Design shows a limited illusion of depth. Very few of the elements that create depth to establish the illusion of depth were utilized. Show limited intention of use of full range of value.	Design makes no attempt to create the illusion of depth. No elements that create the illusion of depth were utilized. No value range.		
<p><b>Principles of Organization:</b> Does the Design incorporate the agreed design tool? Does the design have a dynamic and unified composition? This includes focal point, rule of thirds, visual flow, and figure/ground relationships.</p>	Clear awareness and use of all compositional principles: Entire picture plane is activated with obvious visual flow, a focal point on one of the rule of thirds power point is established.	Most compositional principles evident	Some compositional principles evident	No evidence of compositional principles		
<b>Total</b>						