

Project 3: Directional Dominance | Grade Rubric

5 points

_____ Name

_____ Class Reference

_____ Points

	Exceeds (1)	Meets (0.85)	Approaches (0.7)	Does Not Meet (0.55)	Value Student	Value Prof
Craftsmanship: Has the final design been executed in a professional manner? Cut, Paste, Mount	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.		
Materials: Design utilizes the appropriate papers, paper sizes and pens.	The designated materials were properly used with mastery and all parts of the project delivered.	The designated materials were properly used.	Some designated materials were used.	The designated materials were not used.		
Composition: The composition utilizes the whole picture plane, is dynamic with strong visual flow, containing a clear primary focal point adhering to the rule of thirds.	Clear evidence of awareness and intentional use of the compositional concepts.	Evidence of compositional concepts.	Some compositional concepts evident.	No evidence of compositional concepts.		
Elements of Design: The design is abstracted from subject matter, line qualities are skillfully utilized to create a full value range and establish a strong directional dominance and conflicts. Intentional usage of line width, length, proximity, implied lines.	Line characteristics are utilized to create a strong sense of directional dominance and implied lines are used to create directional conflicts.	There is an attempt to use line characteristics to create a sense of directional dominance and implied lines are used to create directional conflicts.	There is a faint attempt to use line characteristics but the design doesn't establish a directional dominance or conflicts.	Design does not utilize the elements of design with intention.		
Principles of Organization: The design presents a strong sense of movement by establishing directional dominance and directional conflicts. Rhythm, Emphasis and Focal Point, Unity and Asymmetrical Balance are clearly observed in composition.	Design establishes a strong directional dominance and conflicts, is asymmetrical, unified and harmonious.	Design attempts to establish a directional dominance and conflicts, is asymmetrical, unified and harmonious.	Design faintly attempts to establish a directional dominance and conflicts, is not asymmetrical, or unified and harmonious.	Design does not establish directional dominance or conflicts, is not unified and harmonious.		
Total						

Unity: Continuation, Repetition, Alignment, Proximity.

Emphasis & Focal Point: Contrast, Isolation, Convergence, the Unusual and Placement.

Movement:

- Changes in direction.
- Changes in darkness or lightness.
- Similar shapes connected with each other.
- Overlapping elements.
- Repetition of elements.