

Directional Dominance | Grade Rubric

4 points

_____ Name

_____ Class Reference

_____ Points

	Exceeds (1)	Meets (0.85)	Approaches (0.7)	Does Not Meet (0.55)	Value Student	Value Prof
<p>Craftsmanship: Has the final design been executed in a professional manner? Cut, Paste, Mount</p> <p>Materials: Design utilizes the appropriate papers, paper sizes and pens.</p>	<p>Sophisticated application of basic design media. Great attention to detail.</p> <p>The designated materials were properly used with mastery and all parts of the project delivered.</p>	<p>Evidence of attention to craft and ability to work with design media. Some attention to detail.</p> <p>The designated materials were properly used.</p>	<p>Little evidence of an attention to craft, some ability to work with design media. No attention to detail.</p> <p>Some designated materials were used.</p>	<p>Lacking evidence of attention to craft, detail, and ability to work with design media.</p> <p>The designated materials were not used.</p>		
<p>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.</p>	<p>Clear evidence of awareness and intentional use of the compositional concepts.</p>	<p>Evidence of compositional concepts.</p>	<p>Some compositional concepts evident.</p>	<p>No evidence of compositional concepts.</p>		
<p>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.</p>	<p>Line characteristics are utilized to create a strong sense of directional dominance and implied lines are used to create directional conflicts.</p>	<p>There is an attempt to use line characteristics to create a sense of directional dominance and implied lines are used to create directional conflicts.</p>	<p>There is a faint attempt to use line characteristics but the design doesn't establish a directional dominance or conflicts.</p>	<p>Design does not utilize the elements of design with intention.</p>		
<p>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.</p>	<p>Design establishes a strong directional dominance and conflicts, is asymmetrical, unified and harmonious.</p>	<p>Design attempts to establish a directional dominance and conflicts, is asymmetrical, unified and harmonious.</p>	<p>Design faintly attempts to establish a directional dominance and conflicts, is not asymmetrical, or unified and harmonious.</p>	<p>Design does not establish directional dominance or conflicts, is not unified and harmonious.</p>		
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.