

Cumming Campus Art Show Rubric

Level	0-6 (Not addressed/poor)	7-12 (Beginner)	13-18 (Developing)	19-24 (Competent)	25-30 (Excellent)	Total
<p>Concept Consider: Main idea behind the work. Central message is communicated clearly</p>	Not addressed or poor	Artwork is lacking a central concept. Supporting ideas are weak or vague.	Artwork presents a concept but that concept is not well communicated by the supporting ideas.	Artwork presents a solid concept supported by an array of good, imaginative ideas.	Artwork presents a strong, clear concept, supported by a wealth of exceptionally imaginative ideas.	
<p>Skill Consider: Effective use of forms. Knowledge of elements and principles of design</p>	Not addressed or poor	Poor understanding of hierarchy in visual communication.	Basic understanding and application of visual hierarchy and composition.	All design elements support visual hierarchy and contribute to overall composition.	Strong, unexpected choice of images, and exciting composition that attracts the viewer and presents the information in a coherent way.	
<p>Originality Consider: Exhibits creativity. Evidence of development of unique ideas.</p>	Not addressed or poor	The artwork shows little or no evidence of original thought.	The artwork lacked originality.	The artwork demonstrates originality.	The artwork demonstrates a unique level of originality.	
<p>Visual Impact Consider: Sensitivity in use of line, color, and form to effectively convey ideas</p>	Not addressed or poor	Content, form, and execution are incompletely addressed. Has little or no impact on the viewer.	Content, form, and execution are addressed in the work. Has the viewer's attention.	Content, form, and execution create a cohesive work. Has a lasting impact on the viewer.	Content, form, and execution create a striking and memorable work. Has the "wow" factor.	
<p>Craftsmanship Consider: Artist's skill in use of material. Effective execution is evident.</p>	Not addressed or poor	The artwork shows below average to very poor craftsmanship and little attention to detail.	The artwork shows average or basic craftsmanship and attention to detail.	The artwork shows very good or proficient craftsmanship, with some attention to detail.	The artwork shows advanced or outstanding craftsmanship, with clear attention to detail.	
<p>Presentation Consider: Work is appropriately framed/mounted for exhibition</p>	Artwork is unframed/mounted.	Artwork is poorly framed/mounted.	Artist attempted to frame/mount work.	Artwork is effectively framed/mounted.	Artist framed/mounted the artwork in a way that adds to the overall display of the work. Presentation exceptional.	
Total Score						