

## RUBRIC FOR GRADING CREATIVE PROJECT

**A**=ARETE: Excellent; Extraordinary; Outstanding; Exemplary

**B**=Above Average; Very Good; Plenty of time & effort exhibited

**C**=Average; Pretty Good; Overall fine but not very original, creative, or well executed

**D**=Below Average, Needs Improvement, Obviously not much thought, time, &/or effort invested

**F**=Unsatisfactory, Poor, Unacceptable

<b>Presented on time (50 points)</b>		<b>Creativity Bonus</b>	+
<b>Use of elements/design (10 max)</b>		<b>Best of Show Bonus Points</b>	+
<b>Concept &amp; creativity (10 max)</b>			
<b>Written component (10 max)</b>			
<b>Time/effort (10 max)</b>			
<b>Oral Presentation (10 max)</b>			
<b>SUBTOTAL</b>		<b>FINAL GRADE</b>	

### ELEMENTS & PRINCIPLES OF DESIGN:

**(10)** Impeccable use of elements and principles of art; museum quality; beautiful expression; well planned composition.

**(8-9)** Planned carefully; excellent use of the elements and principles of art; chose color scheme carefully both aesthetically and symbolically; used space effectively; emphasis is clear.

**(6-7)** Applied the principles of design while using one or more elements effectively; showed an awareness of filling the space adequately; adequate planning.

**(4-5)** Applied the elements and principles of art in a somewhat haphazard manner; lack of effective use of space to articulate emphasis; little evidence that the overall composition was planned.

**(2-3)** The assignment was completed and turned in, but showed little evidence of understanding the elements and principles of art; little or no evidence of planning; emphasis unclear.

**(0-1)** The project displayed minimum effort; went through the motions; artwork was haphazard, slapdash, or incomplete.

### CREATIVITY/ORIGINALITY:

**(10)** Completely original. I've never seen anything like it.

**(8-9)** Original work of art that expresses an idea or concept in an innovative or fresh way.

**(6-7)** Idea not completely original, but concept is clear and well played out visually; composition &/or concept seem somewhat derivative, but the concept and execution of idea have been stylized in fundamental ways.

**(4-5)** Derivative or unimaginative; concept too closely mimics one of the examples shown in class, is unoriginal, or not played out very well.

**(2-3)** Student fulfilled the assignment, but gave no evidence of trying anything unusual; concept unclear or poorly executed.

**(0-1)** No evidence of original thought; derivative; no unifying concept.

### WRITTEN COMPONENT:

**(9-10)** Typed; 200-300 words; turned in on time; addresses all assigned guidelines; articulate and insightful; almost no grammar, style, or punctuation problems; eloquent; concise yet thorough.

**(7-8)** Typed and meets word count; turned in on time; addresses most assigned guidelines; well written with a few grammar, style, and mechanical problems, but not enough to interfere with meaning; good insights provided.

**(5-6)** Adequately addresses the main points but not much depth or insight; somewhat confusing errors in language usage, grammar, punctuation, etc.

**(2-4)** Little or no discussion of concept, idea, or application of elements of composition and principles of design; poorly written with enough grammar, punctuation, and usage problems to make it difficult to read.

**(0-1)** Doesn't follow the guidelines of the assignment; badly written; practically indecipherable.

### TIME/EFFORT:

**(9-10)** Project displays a great deal of time, thought, and effort; transcended expectations/requirements.

**(7-8)** Project displays ample expenditure of time, thought, and effort; accomplished requirements.

**(5-6)** Project would have benefited from increased effort and time; potentially good idea but not very well fleshed out.

**(2-4)** Project completed with minimum effort; little thought & time spent; barely accomplishes requirements.

**(0-1)** Project fails to accomplish requirements of assignment; incomplete; not enough time & effort expended.

### PRESENTATION:

**(6-10)** Concept and design discussed; stayed within time limit; well spoken; intelligible; discussed intention/message

**(0-5)** Lack of or vague or unclear explanation of design; not well spoken; hard to understand; didn't discuss intention

**FEATURES** I assess and evaluate in grading this assignment:

**F**ormulation & articulation of unifying concept

**E**lements of composition used & discussed effectively

**A**rtful layout/design to convey message

**T**ime expenditure on various aspects of project

**U**nity of composition & design

**R**equired written assignment

**E**ffort put into the formulation of idea and presentation of it verbally as well as visually

**S**pace used effectively

**ELEMENTS OF COMPOSITION/DESIGN:** LINE, TEXTURE, COLOR/HUE, SHAPE/FORM, LIGHT/VALUE, SPACE

**PRINCIPLES OF DESIGN:** REPETITION/RHYTHM, BALANCE/SYMMETRY, EMPHASIS, DOMINANCE, CONTRAST, UNITY