**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

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

Formulation & articulation of unifying concept
Elements of composition used & discussed effectively
Artful layout/design to convey message
Time expenditure on various aspects of project
Unity of composition & design
Required written assignment
Effort put into the formulation of idea and presentation of it verbally as well as visually
Space 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