

ID _____ NAME _____

DATE _____ SCORE _____

| ASSESSMENT | UNSATISFACTORY | SATISFACTORY | ADVANCED |
|---------------------|--|--|--|
| EX 4 & 5 | 0%–59% F | 70%–79% C–C+ | 90%–100% A–A+ |
| DIMENSION | There is little to no evidence that the illusion of depth and dimension was attempted. | The illusion of depth and dimension is apparent but some additional refinement is required in some areas to better define these qualities. | The subject's dimensionality is very well rendered and believable, giving the subject the illusion of depth and three-dimensional shape. |
| PROPORTIONS | Proportions are completely inaccurate and require significant refinement. | Most proportions are accurate but require some refinement. | Proportions are accurate with no suggestions for additional refinement. |
| VALUE RANGE | The final drawing lacks an adequate range of value and requires significant revisions in the shadows and highlights. | The final subject has an adequate range of value but would benefit from additional shading/highlights to benefit the illustration/drawing. | Final illustration/drawing shows a wide/appropriate range of value. |

| EX 1, 2, & 3 | | | |
|---------------------------|--|---|---|
| CLARITY OF CONTENT | Content is incredibly difficult to follow, has poor transitions, and is incoherent in its central message. | Writing is clear in its content but has a tendency to digress, has some ambiguities, but can be followed with ease. | The content is not only clear but gives excellent insight into its thesis, transitions very well between thoughts, and reads very smoothly. |
| CREATIVITY | Creative thought is too literal, too obvious, and lacks any kind of critical thinking to come to its final solution. | Creative solution shows some critical thought and divergent exploration but the final idea lacks subtlety. | The designer was able to come to a creative and divergent solution that shows restraint and a high level of critical thinking. |
| EXPLANATION | Explanation is too literal, too obvious, and lacks any kind of critical thinking. | Explanation shows some critical thought and divergent exploration but the final idea isn't accurate. | The designer was able to interpret visual message accurately and explain it concisely. |

| PORTFOLIO | UNSATISFACTORY | SATISFACTORY | ADVANCED |
|----------------------|---|---|--|
| COMMUNICATION | Content is incredibly difficult to follow, and is incoherent in its central message. Elements are not used effectively to communicate or express the message of the work. | Multiple elements used to help communicate the messaging of the work that can be understood with relative ease. | Central message is clear. The combinations of color, line quality, shape, contrast, and/or texture help to create a very effective message reaching the intended audience. |
| COMPOSITION | No consideration was made to the composition and the organization of the elements is chaotic, unbalanced, and does little to guide the eye. | Compositional considerations have been made in the use of positive and negative space and help guide the eye around the design. | The composition is well balanced, helps to draw the eye around, and is engaging in its use of margin, bleeds, and negative space. |
| CONTRAST | Lack of contrast in the design elements. Designer does not show understanding of contrast in his/her work. | Contrast and white space are both evident in the work and used with moderate effectiveness and intent. | Use of light and dark creates depth but is used subtly. Elements are contrasted with intent and negative space is used strategically. |