

Juried Art Exhibition

Level	0-2 (Not addressed or poor)	3-4 (Beginner)	5-6 (Developing)	7-8 (Competent)	9-10 (Excellent)	Total
Concept Consider: Main idea behind the artwork. Message is communicated clearly. Artwork is relevant.	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.	
Skill Consider: Effective use of forms. Knowledge of the elements and principles of design and artistic principles.	Not Addressed or poor	No understanding of hierarchy as part of visual communication.	Basic understanding and application of a hierarchy and composition.	All design elements support the hierarchy and overall composition.	Strong, unexpected choice of images, and exciting composition that attracts the viewer and presents the information in a coherent way.	
Originality Consider: Exhibits creativity. Evidence of development of unique ideas.	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.	
Visual Impact Creates memorable work. Sensitivity in use of line, color and form to effectively convey ideas and mood.	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 cohesive work. Has a lasting impact on the viewer.	Content, form, and execution create a striking and memorable work. Has the "wow" factor.	
Craftsmanship Consider: Artist's skill in the use of material and overall neatness. Effective execution is evident. Exhibits professionalism.	Not Addressed or poor	The artwork shows below average to very poor craftsmanship and little attention to detail. Carelessness.	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.	
Research Content in Notes Consider: research problem, communication objective, visual solution, and how it was produced.	Not Addressed or poor	The notes are below average with respect to the research problem, communication objective, visual solution, or how it was produced.	The notes are average with respect to the research problem, communication objective, visual solution, or how it was produced.	The notes are good or proficient with respect to the research problem, communication objective, visual solution, or how it was produced.	The notes are advanced or outstanding with respect to the research problem, communication objective, visual solution, or how it was produced.	

Comments: