

# Digital Art 1

Name: \_\_\_\_\_

Element Designs Project

Descriptor	5	4	3.5	1-3	0	Score
Composition	Strong, interesting composition due to use and placement of compositional elements (elements, principles, balance, etc.)	Interesting composition due to use and placement of compositional elements Could be made better with <b>minor</b> changes in compositional elements	Somewhat interesting composition due to use and placement of compositional elements, but clearer connections could be made.	Minimal thought in the use or placement of compositional elements.	Thought was not put into visual appeal, careless about composition	
Engaging (Visual & Idea)	Engages the viewer by making them want to keep looking at and investigating the work through both the visual choices and ideas	Engages the viewer by making them want to keep looking at and investigating the work through the visual choices OR the ideas	Interesting to look at, but does not hold your interest very long.	Interesting for a glance, but nothing holds your attention.	Not engaging to viewer	
Creativity/Originality	Both ideas and composition in the work demonstrate a variety of fresh and innovative thinking effectively; things are looked at from a new perspective. Risks are taken to create innovation. No mimicking or cliché. Interesting/new use of materials	Both ideas and composition in the work demonstrate fresh and innovative thinking to some effectiveness. Some risks are taken to create innovation. No mimicking or cliché.	Either ideas or composition in the work demonstrate some fresh and innovative thinking to some effectiveness. Little risks are taken. Some mimicking or cliché.	Little innovation in thinking about ideas or composition. Some mimicking or cliché.	No innovation in thinking; work is significantly copied or cliché.	
Craftsmanship	Work is excellent quality and looks professional (neatness, skill, matting, etc.)	Work is good quality, one element of quality is not excellent	Work is adequate quality, two or three quality elements are not excellent quality.	Work is adequate quality, multiple elements are poor. Looks messy.	Work is extremely poor quality	
Thought & Effort	Significant amount of thought and effort behind the work. Work is better because of it. Time used wisely	Significant amount of thought and effort behind the work.	Substantial amount of thought and effort behind the work, but seems rushed.	Minimal amount of thought and/or effort put into work. Student rushed or fooled around.	No thought or effort	

Descriptor	5	4	3.5	1-3	0	Score
Use of the element of <b>line</b> to communicate meaning	Element is used in a creative and effective way to communicate the concept	Element is used effectively to communicate concept	Element is used significantly in work, but is used weakly to communicate the concept. Concept is communicated through image more than element.	Concept is communicated vaguely, but does not connect with element	Concept is not conveyed and/or element is not used.	
Use of the element of <b>shape</b> to communicate meaning	Element is used in a creative and effective way to communicate the concept	Element is used effectively to communicate concept	Element is used significantly in work, but is used weakly to communicate the concept. Concept is communicated through image more than element.	Concept is communicated vaguely, but does not connect with element	Concept is not conveyed and/or element is not used.	
Use of the element of <b>texture</b> to communicate meaning	Element is used in a creative and effective way to communicate the concept	Element is used effectively to communicate concept	Element is used significantly in work, but is used weakly to communicate the concept. Concept is communicated through image more than element.	Concept is communicated vaguely, but does not connect with element	Concept is not conveyed and/or element is not used.	
Use of the element of <b>color</b> to communicate meaning	Element is used in a creative and effective way to communicate the concept	Element is used effectively to communicate concept	Element is used significantly in work, but is used weakly to communicate the concept. Concept is communicated through image more than element.	Concept is communicated vaguely, but does not connect with element	Concept is not conveyed and/or element is not used.	
Use of Illustrator	Illustrator is used at a high skill level for student's experience	Illustrator is used at a strong skill level for student's experience	Illustrator is used at an adequate skill level for student's experience	Illustrator is used at an inadequate skill level for student's experience	Illustrator not utilized	

Final Score: \_\_\_\_/50