

Digital Art 1

Social Justice Poster Project

Name: _____

Descriptor	5	4	3.5	1-3	0	Score
COMPOSITION USE OF VISUAL HIERARCHY/ TYPOGRAPHY POINTS x2	Strong, interesting composition due to use and placement of compositional elements (elements, principles, balance, etc.). Use of compositional elements create meaning.	Interesting composition due to use and placement of compositional elements Could be made better with minor 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	Points x2
PURPOSE	Purpose is extremely clear; it is obvious why you made this work. It also relates to project assigned strongly.	Understandable purpose, but not immediate. Strongly relates to project.	Understandable purpose, but not immediate. Somewhat relates to project.	Purpose is there, but takes time to understand, or artist may have to explain it. Purpose does not strongly link to project.	No clear purpose of work.	
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.	
QUALITY/ CRAFTSMANSHIP CRAFTING OF POSTER POINTS x2	Work is excellent quality (resolution, print, color and exposure correction, matting, spelling/grammar, etc.)	Image is good quality, one element of quality is not excellent	Image is adequate quality, two or three quality elements are not excellent quality.	Image is adequate quality, multiple elements are poor.	Image is extremely poor quality	Points x2

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MEANING	The meaning is engaging and clear and it relates to the project strongly. Meaning viewer understands from work matches artist's intention Artist can explain meaning clearly. Speaks to artist's and viewer's experiences. Makes viewer feel/think something.	Understandable and engaging meaning. Strongly relates to project. Meaning viewer understands from work may not match artist's intention Artist can explain meaning clearly. Speaks to artist's and viewer's experiences. Makes viewer feel/think something.	Difficult to understand meaning, artist may have to explain. But there is still a significant message in work Artist can explain meaning vaguely. Little personal connection with viewer or artist.	Difficult to understand meaning and meaning is minimal. Artist may have to explain work. Artist can explain meaning vaguely. Not engaging idea. Lacks personal connection with viewer or artist.	Requirements not met for a meaningful work. Artist cannot explain meaning. Not engaging idea.	
MEETS REQUIREMENTS OF POSTER POINTS X2	Meets all requirements of pictogram extremely well, creative (see website)	Meets all requirements of pictogram well, creative	Meets all requirements of pictogram well	Meets most requirements of pictogram	Does not meet requirements of a pictogram	Points x2
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	
THOUGHT & EFFORT/ DEDICATION	Significant amount of thought and effort behind the work. Work is better because of it. Research is done. Dedication leads to the work matching the artist's intentions.	Significant amount of thought and effort behind the work. Research is done.	Substantial amount of thought and effort behind the work, but could be more. Seems rushed. Little research is done.	Minimal amount of thought and/or effort put into work. No research is done.	No thought or effort	
SOCIAL JUSTICE MESSAGE POINTS X3	Social justice connections are extremely meaningful, factual and research based. Work is topical, informed and critical. Does not scare viewer, but encourages them to become engaged. If propaganda is used, it is used effectively and positively to engage viewer	Social justice connections are meaningful, factual and research based. Work is topical, informed and critical. Does not scare viewer, but encourages them to become engaged. If propaganda is used, it is used effectively to engage viewer	Social justice connections are meaningful, factual and research based. Work may be lacking a critical component. Does not scare viewer, but encourages them to become engaged. If propaganda is used, it is used to engage viewer	Social justice connections vague in fact, research and meaning. Lacks critical component. If propaganda is used, it is unsuccessful.	No connection with research, fact or meaning. No critical component.	Points x3

Final Score: ____/75