

Sample Rubrics

School of Art and Design – AAS Programs

Project Coordinators:

- **Accessories: Fabrication and Portfolio**
Ellen Goldstein; Vasilios Christofilakos
- **Communication Design**
Donna David
- **Visual Presentation and Exhibition Design**
Lawrence Langham; Elisabeth Jacobsen
- **Fashion Design: Art and Apparel**
Joanne Arbuckle; Diane DeMers
- **Illustration: General and Digital**
Anthony Capparelli; William Lowe
- **Jewelry**
Michael Coan
- **Photography**
Deborah Klesenski

Note: These rubrics were prepared with the support of the VATEA Grant Project and coordinated by the Office of Curriculum and Instruction, Dean Dymrna Bowles. Thanks are extended to the coordinators of the project and the faculty participants, and to Deborah Stein, Diane Phillips, Laylage Courie, and Joanne Arbucke, Dean of the School of Art and Design.

Fall 2008

Accessories Design Rubrics

- Fabrication
- Portfolio

Accessories Design Evaluations Standards - FABRICATION

Student # _____

Project _____

Semester _____

Evaluator _____

Scores

	4	3	2	1
Category	Exceed Standard	Met Standard	Approached Standard	Did Not Meet Standard
Conceptual Design/Creativity	Outstanding design development reflects research, the process of creative thinking, and development of individual style. <input type="checkbox"/>	Good development reflects the understanding of research, the process of creative thinking, and the development of individual style, but some inappropriate choices made. <input type="checkbox"/>	Design development reflects some attempt at research, creativity and originality. <input type="checkbox"/>	Design development lacks research, demonstrates little creative thinking, and no development of individual style. <input type="checkbox"/>
Fabrication/Materials	Imaginative selection of fabrics and materials to enhance design solidifies season and market shows coordination and reflects an understanding of the total design concept. <input type="checkbox"/>	Good selection of fabrication and materials to enhance design, solid design, solid season and market understanding and shows a good knowledge of the coordination of materials and fabrics. <input type="checkbox"/>	Demonstrates an understanding of fabrics and materials and coordinates them but mainly inappropriate choices have been made. <input type="checkbox"/>	Overall fabric and materials selected are inappropriate and demonstrates an inadequate understanding of materials/fabrication coordination. <input type="checkbox"/>
Sewing	Surpassed abilities of a graduating AAS degree student. Exhibiting a technical level equal to that of an industry sample maker. <input type="checkbox"/>	Met the level of sewing professionalism set by the instructor, this level is one that the department and college deems to be of presentation quality. <input type="checkbox"/>	Came close to but did not meet a level of quality set by the instructor, department and college as that of a presentation level. <input type="checkbox"/>	Clear did not meet a professional level. <input type="checkbox"/>
Construction/Patternmaking	Shows professional level of patternmaking and construction skills <input type="checkbox"/>	Patternmaking skills were adequate. Construction met the expectations. <input type="checkbox"/>	Some patterns were adequate and conformed to requirements. Construction showed some proficiency and understanding. <input type="checkbox"/>	Patterns poorly executed and did not conform to scale and are not complete. Construction was sloppy and did not adhere to the patterns. <input type="checkbox"/>
Appropriateness for Market/Customer	Designs demonstrate a complete understanding of customer need and lifestyle. <input type="checkbox"/>	Design demonstrated a very good understanding of customer needs and lifestyle. <input type="checkbox"/>	Designs demonstrate some understanding but customer needs and lifestyle are not met. <input type="checkbox"/>	Designs do not demonstrate any understanding of customer needs and lifestyle. <input type="checkbox"/>
Technical specification	Technical sketch demonstrated production level quality. <input type="checkbox"/>	Understood and was able to execute a technical sketch showing proportion, perspective, shape, and detail. <input type="checkbox"/>	Some of the proportions, perspective and details on the technical sketch met the requirement. <input type="checkbox"/>	No attempt was made to portray an adequate technical sketch. <input type="checkbox"/>

Accessories Design Evaluations Standards : PORTFOLIO

Category	Exceed Standard	Met Standard	Approached Standard	Did Not Meet Standard
Conceptual Design/Creativity	Outstanding design development reflects research, the process of creative thinking, and development of individual style.	Good development reflects the understanding of research, the process of creative thinking, and the development of individual style, but some inappropriate choices made.	Design development reflects some attempt at research, creativity and originality.	Design development lacks research, demonstrates little creative thinking, and no development of individual style.
Fabrication/Materials/Colors	Imaginative selection of fabrics and materials to enhance design solidifies season and market shows coordination and reflects an understanding of the total design concept.	Good selection of fabrication and materials to enhance design, solid design, solid season and market understanding and shows a good knowledge of the coordination of materials and fabrics.	Demonstrates an understanding of fabrics and materials and coordinates them but mainly inappropriate choice have been made.	Overall fabric and materials selected are inappropriate and demonstrates an inadequate understanding of materials/fabrication coordination.
Appropriateness for Target Customer	Designs demonstrate a complete understanding of customer need and lifestyle.	Design demonstrated a very good understanding of customer needs and lifestyle.	Designs demonstrate some understanding but customer needs and lifestyle are not met.	Designs do not demonstrate any understanding of customer needs and lifestyle.
Technical specification	Technical sketch demonstrated production level quality.	Understood and was able to execute a technical sketch showing proportion, perspective, shape, and detail.	Some of the proportions, perspective and details on the technical sketch met the requirement.	No attempt was made to portray an adequate technical sketch.
Color Rendering				
Presentation	Presentation is flawless, clean, neat and professional.	Presentation is clean, neat, and professional.	An attempt at presentation but overall impression, unprofessional.	Overall impression is careless and sloppy.

Communication Design Rubrics

	Exceeded Criteria EXCELLENCE, Work is distinctive, professional	Met Criteria VERY GOOD, Work is above acceptable standard, professional	Approached Criteria SATISFACTORY, Work is acceptable	Did Not Meet Criteria UNSATISFACTORY, Work is below acceptable standard
DESIGN CONCEPTS				
Creativity Concept Originality	Solutions are outstanding, distinctive and unexpected. Projects exhibit the process of creative thinking and the development of an individual style. Solutions exceed that of a graduating AAS student.	Solutions fulfill parameters for the assignment. Results are within expected range of work. Design is somewhat original, creative or exciting, but not exceptionally so. Projects show creativity and individual style, but some mistakes were made.	Solutions fall somewhat short of the project parameters. Design is somewhat creative, but overall is not that original or exciting. There is an attempt to mimic current design trends.	Projects do not meet the parameters of the assignment. Projects are not original or exciting and show no understanding of current design trends.
Design Composition	Projects exhibit outstanding composition. Layouts attract the viewer and present information with continuity, balance and visual emphasis. Projects are of professional quality, show attention to detail in composition that exceeds the level of a graduating AAS student.	Projects exhibit attention to detail and visual emphasis at a level expected of a graduating AAS student. They are balanced and well executed. Design is not overdone. All of the necessary elements are present.	Designs have all appropriate elements, but lack attention to detail. Projects demonstrate little understanding of balance or visual emphasis.	Designs exhibit a lack of understanding of any design and layout basics.
Type Choice Typographic Design	Type choice is cutting edge, elegant and appropriate for the project. Type design exhibits an attention to detail that exceeds that of a graduating AAS student.	Type choice is professional, appropriate and current. Type design is adequate, yet lacks a level of finesse that would put it in a professional category.	All typographic elements are present, but they do not relate well to each other or the design of the project. Type choice is overwhelming (or "underwhelming") and falls short for project expectations.	Type seems as if it were casually selected and set without regard to basic typographic rules or appropriateness to the project.
Color Choice	Color choice is sophisticated, enhances the design and creates a strong visual impact. Choices are harmonious and go beyond the level of a graduating AAS student.	Color choice is appropriate and creates visual impact. Palette is consistent with project and shows an understanding of color theory. Some inappropriate choices are made.	Color is not harmonious, yet attempts to enhance visual emphasis of project.	Color is inappropriate and shows no understanding of design trends.
SKILLS				
Comprehensive Cutting Folding Assembly Computer Skills	All skills surpass that of a graduating AAS student. Finished projects exhibit a very high attention to detail. Projects are clean and neat. Execution is next to flawless.	Skill level meets that of a graduating AAS student. Materials produced are of a very high quality, with a few minor flaws.	Skill level falls somewhat short of the level of a graduating AAS student. Appropriate materials are produced but there are problems with craft. Work needs much improvement.	Clearly did not meet the level expected of a graduating AAS student. Work is sloppy and unprofessional.

Communication Design 2

Name:

Assignment:

CD231 • VISUAL PROCESS / GUIDELINES FOR EVALUATION OF STUDENT'S PERFORMANCE

	Exceeded Criteria	Met Criteria	Approached Criteria	Did Not Meet Criteria
Concept	Solutions are outstanding, distinctive and unexpected. Projects exhibit the process of creative thinking and the development of an individual style. Solutions exceed that of a graduating AAS student.	Original and creative concept that fulfills parameters of assignment.	Basic understanding of assignment; however offers only common cliché solution.	No understanding of assignment and not able to translate concept into appropriate visual form.
Design Composition	Strong, unexpected choice of images, and exciting composition that attracts the viewer and presents the information in a coherent way. Attention to detail exceeds that of a graduating AAS student.	All design elements support the hierarchy and overall composition.	Basic understanding and application of a hierarchy and composition.	No understanding of hierarchy as part of visual communication.
Typography	Unexpected and original type choices and design. Attention to detail exceeds that of a graduating AAS student.	Type choice and design support the overall concept; all elements relate to each other.	Type choice was given consideration, however does not relate to other elements within the design concept.	Text appears word-processed.
Color	Color choice supports overall concept; and creates visual impact beyond the level of graduating AAS students.	Color choice supports overall concept; shows understanding of color theory.	Color choices were made, however there is only a limited understanding of the impact of color on design.	No informed color choices are apparent.
Research	Research is excellent. Sources are unique and unexpected.	Research is adequate. Sources are standard.	Limited research is apparent.	No research is apparent.
Technical Skill	Execution is flawless.	Execution is of high quality.	Execution needs improvement.	Execution is sloppy and unprofessional.
Professionalism	Student is an asset to discussions. Comments demonstrate understanding of topic, beyond that presented in class. Student encourages classmates to speak. Attendance is 100%. Work is always on time.	Student is active in discussions. Student is always organized and prepared for critiques or in-class work. Attendance is 90%. Work is always on time.	Student speaks little in discussions and critiques. Work is late.	Student rarely speaks in class. Work is late.
Notes				Final Grade

Visual Presentation & Exhibition Design Rubrics

	Exceeds Standard 4	Meets Standard 3	Approaches Standard 2	Does Not Meet Standard 1	Notes
Conceptualization	Student presents a strong, clear concept, supported by a wealth of exceptionally imaginative ideas.	Student presents a solid concept supported by an array of good, imaginative ideas.	Student presents a concept, but that concept is not well communicated by the supporting ideas of the project.	Central concept is not clear. Supporting ideas are weak and confusing.	
Plan and Visitor Traffic Flow	Plan shows careful consideration of visitor flow through space. Circulation is thoroughly effective in accommodating visitors and highly conducive to exhibition narrative.	Plan shows consideration of visitor traffic. With few exceptions, circulation is effective in accommodating visitors and providing access to exhibition narrative.	Plan shows potential but needs more thought. Issues such as bottlenecks and obstructions interfere with effective flow.	Plan shows little sense of how visitors will move through space. Plan looks diagrammatic or highly confusing.	
Scale Drawings	Drawings are thoroughly professional with excellent use of drawings skills. Exceptional sensitivity to page layout, and other aspects of design.	Drawings are very clear and informative. Student demonstrates very good use of scale, symbols, line weights, etc.	Drawings are generally accurate, but there are problems with clarity. Student does not demonstrate strong command of drawing skills and conventions.	Drawings are confusing, with significant errors, including scale and misspellings.	
Three Dimensional Views	Views are highly compelling with excellent use of perspective, color, light, and shadow.	Views are engaging and believable with very good demonstration of rendering principles and skills.	Perspective views are understandable, but lacking impact. Some problems with technique interfere with effectiveness of drawings.	Views are awkward, showing problems with distortion and proportion.	
Construction and Materials	Drawings show extensive detail and specifications for structures and materials.	Drawings indicate a competent grasp of materials and construction.	Some structures are convincing and indicate how the project could be built, while others do not.	Project shows little or no thought for structure or materials.	

Fashion Design Rubrics

- Art
- Apparel

Fashion Design: Art

ART & DESIGN PORTFOLIO EVALUATION STANDARDS

Category	Exceeded Standard	Met Standard	Approached Standard	Did Not Meet Standard
Development	Designs effectively demonstrate innovative Design Development through research, theme, season, silhouettes, and fabrications.	Designs adequately demonstrate good Design Development through research, theme, season, silhouettes, and fabrications.	Designs demonstrate an understanding of Design Development through research, theme, season, silhouettes, and fabrications, but many inappropriate choices made.	Designs demonstrate little to no attempt at Design Development. Poor research, and inadequate understanding of theme, season, silhouettes, and fabrications.
Originality/ Creativity	Outstanding fashion forward Design Development reflects research, the process of creative thinking, and the development of individual style.	Good fashion forward Design Development reflects the understanding of research, the process of creative thinking, and the development of individual style, but some inappropriate choices made.	Design Development reflects some attempt at research, creativity and originality.	Design Development lacks research, demonstrates little creative thinking, and no development of individual style.
Fabrication Choices	Imaginative fabrication selections enhance designs, solidify season and market, show coordination, and reflect an understanding of textiles.	Good fabrication selections mainly enhance designs, solid season and market, and show a good understanding of coordination and textiles.	Demonstrates an understanding of textiles and coordinates, but mainly inappropriate choices have been made.	Overall fabric selections are inappropriate and demonstrate an inadequate understanding of textiles and coordination.
Color Choices	Color used effectively adds strong visual impact, unifies collection, reflects season, and demonstrates an understanding of color flow throughout collection.	Color used well adds a good visual impact, unifies collection, reflects season, and demonstrates a good understanding of color flow throughout collection. Some inappropriate choices made.	Color not used well, but choices demonstrate some understanding of visual impact, seasons, and color flow throughout collection.	Color is poorly used and demonstrates little to no understanding of seasons and color flow throughout collection.
Appropriateness for Market/ Customer	Designs demonstrate a complete understanding of customer needs and lifestyle.	Designs demonstrate a very good understanding of customer needs and lifestyle.	Designs demonstrate some understanding but customer needs and lifestyle are not met.	Designs do not demonstrate any understanding of customer needs and lifestyle.

Category	Exceeded Standard	Met Standard	Approached Standard	Did Not Meet Standard
Figures	All figures expertly drawn and portray target customer. Individual figures reflect an excellent knowledge of proportion, garment fit, and construction.	All figures draw well and portray target customer adequately. Individual figures reflect an acceptable knowledge of proportion, garment fit and construction.	Some attempt to portray target customer, garment proportion, fit, and construction is shown, but execution is mainly unsuccessful.	No attempt to portray target customer. Overall execution of figures and garments unsuccessful.
Fabrication Rendering	All fabrics and trims skillfully rendered on a flat or dimensional figure. Fabric hand clearly understandable on all renderings.	All fabrics and trims primarily well rendered on a flat or dimensional figure. Fabric hand understandable on most renderings.	Some fabrics and trims are rendered adequately, but most are not shown well. Overall, fabric hand not clearly discernable to viewer.	Fabrics and trims are inadequately shown and not well rendered. Fabric hand is indiscernible.
Flats and Construction	Flats expertly show construction and accurately portray garment silhouette and design details. All parts of flat proficiently drawn to scale.	Flats show construction and portray garment silhouettes and design details adequately. Most parts of flat proficiently drawn to scale.	Some flats show an understanding of construction, garment silhouette and design details. Most flats are not proficiently drawn to scale.	Flats are drawn ineptly with a poor understanding of construction, scale and detail.
Mood Composition	Visual elements effectively enhance viewers understanding of designer inspiration and collection mood.	Almost all visual elements enhance viewers understanding of designer inspiration and collection mood.	Many visual elements detract from viewers understanding of collection mood.	Most visual elements show no relationship to collection mood.
Overall Layout and Format	Excellent format and layout attracts viewer and present collection with continuity, balance, and visual emphasis.	Format and layout attracts viewer and acceptably presents collection with continuity, balance, and visual emphasis.	Some understanding of format and layout is demonstrated, but overall the collection is not presented with continuity, balance, and visual emphasis.	Format and layout show little to no understanding of continuity, balance and visual emphasis. Does not attract viewer.
Neatness	Presentation is flawless, clean, neat and professional.	Presentation is clean, neat, and professional.	An attempt at presentation, but overall impression unprofessional.	Overall impression is careless and sloppy.

Fashion Design: Apparel

APPAREL GARMENT EVALUATION STANDARDS

Category	Exceeded Standard	Met Standard	Approached Standard	Did Not Meet Standard
Design, Silhouette and Proportion	Project is of professional quality. Garments exhibit a level above that of a graduating AAS degree student. Design is very original, creative and exciting but neither overdone nor lacking in detail. Silhouette and garment proportions are perfectly balanced and flattering to the figure.	Project fulfills parameter set by the instructor for the assignment. Design is somewhat original, creative or exciting but not exceptionally so. Design is not overdone but incorporates detail. Silhouette and garment proportions are balanced and flattering to the figure.	Project falls somewhat short of the set parameters. Design is somewhat creative but overall is not that original or exciting. Design is either overdone or missing the sort of detail that would make it exciting. Silhouette and garment proportions are either not balanced or not flattering to the figure.	Does not meet parameter set by the instructor for the project. Does not exhibit the level of creative growth necessary for an exit project in design. Design is not creative, original or exciting. There may be a lack of harmony in the lines. Design is either overdone or too plain, lacking detail. Silhouette and garment proportions are not balanced, not flattering to the figure, and not wearable.
Creativity	Exhibiting a level above that of a graduating AAS degree student. One that equals professional status, one of a kind, suitable for the designated market. Garment is neither overdone nor lacking in detail.	Fulfilled the parameters set by the instructor for the project. Design is exciting but not exceptional.	Falls short of project parameters. Missing in the area of design that would make the garment exciting.	Did not meet parameter set by the instructor. Not exhibiting the level of creative growth necessary for an exit project in design. Concept is overdone or lacking excitement.
Fabric/Yarn Sense and Utilization	Fabrics/yarns are the best possible choices for the garment and contribute a great deal to the originality and excitement of the design. Fabrics/yarns are used appropriately for the design and handled in a professional manner, exceeding the level expected of graduating AAS degree students.	Fabrics/yarns are good choices for the garment and contribute to the originality and excitement of the design. Fabrics/yarns are used appropriately for the design and handled in a way that meets the standards set by the instructor for the class.	Fabrics/yarns are marginal choices for the garment and do not contribute to the originality, excitement or wearability of the design. Fabrics/yarns are either not used appropriately for the design, not handled well or do not work out well for the design.	Fabrics/yarns are inappropriate choices for the garment and do not contribute anything to the design or do not handle the garment. Fabrics/yarns are either not used appropriately, not handled well or do not work out well for the design.

Category	Exceeded Standard	Met Standard	Approached Standard	Did Not Meet Standard
Color Story	Surpassed expectation of project parameters. Set a new standard, created a mix approach not previously explored.	Fulfilled project parameters. Created a color mix that works well with the design.	Close to meeting the parameters of the color story assignment set by the instructor. However, falls short of adding to the positive aspects of the design.	Did not meet or comply with parameters set by the instructor for the color story. Colors used hinder the positive aspects of the design.
Target Market Appropriateness	Garments exhibit an exceptional understanding of the target market. The total look of the garment, including design, fabrication, construction, quality and fit immediately identifies the intended target market.	The garment identifies the intended target market.	The garment gives something of the sense of the intended target market, but it does not nail it down. The garment may be out of sync with the target market in the area of design, fabrication, construction, quality or fit.	Either the garment design or the fabrics and trim, detail, quality, construction and fit give no sense of the intended target market, and/or would seem more appropriate for a different market.
Sewing	Surpassed abilities of a graduating AAS degree student. Exhibiting a technical level equal to that of an industry sample maker or tailor.	Met the level of sewing professionalism set by the instructor; this level is one that the department and college deems to be of presentation quality.	Came close to but did not meet a level of quality set by the instructor, department and college as that of a presentation level.	Clearly did not meet a professional level.
Overall Presentation	All garments are complete in every aspect, inside and out. Garments are lined when appropriate, or have appropriate seam finishes where applicable. There is nothing that needs to be done to improve the garment; it is of professional quality, surpassing expectations of an exiting AAS degree student.	All garments are complete in every aspect, inside and out. Garments are lined when appropriate, or have appropriate seam finishes where applicable.	Garments appear to be complete on the outside but lack appropriate linings or seam finishes on the inside where applicable.	Not all garments are complete in every aspect. This may be due to something left unfinished on the outside, or to lack of appropriate linings or seam finishes on the inside where applicable.

Illustration Rubrics

- General
- Digital

<p>Illustration Rubric</p> <p>Criteria:</p> <ul style="list-style-type: none"> Content Accuracy Visual Appeal Clarity Originality Technical Skill 	<p>Level 1</p> <p>Level 2</p> <p>Level 3</p> <p>Level 4</p> <p>Level 5</p>
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<p>Illustration Rubric</p> <p>Criteria:</p> <ul style="list-style-type: none"> Content Accuracy Visual Appeal Clarity Originality Technical Skill 	<p>Level 1</p> <p>Level 2</p> <p>Level 3</p> <p>Level 4</p> <p>Level 5</p>
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<p>Illustration Rubric</p> <p>Criteria:</p> <ul style="list-style-type: none"> Content Accuracy Visual Appeal Clarity Originality Technical Skill 	<p>Level 1</p> <p>Level 2</p> <p>Level 3</p> <p>Level 4</p> <p>Level 5</p>
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Illustration: General

	Exceeded Criteria	Met Criteria	Approached Criteria	Did Not Meet Criteria
Drawing	Values, proportion, line, perspective are understood, changed or distorted in a highly controlled manner. Student understands principles of drawing, and masters the medium	Drawing principles understood and controlled. Values, line, proportion, perspective are correct.	Artwork shows a grasp of drawing concepts, but is weak as a whole. Tonal values, line, proportion and perspective are understood within individual portions of artwork, but do not relate properly to the whole.	Student does not grasp basic understanding of drawing principles. Proportions are wrong, line is weak, and forms are confused or incorrectly represented. Perspective is wrong.
Color	Masters the use and control of color palettes. Employs complex or unusual color schemes to produce image and mood.	Artwork correctly employs a chosen color palette. Artwork maintains correct relationships and use of color throughout artwork.	Color scheme is recognizable, but its implementation is weak. Colors become muddy or confused. Forms are confused through a lack of control of the medium.	Does not comprehend the use of color. Colors are unnecessarily muddy throughout, or overly garish. Artwork shows no control of color palettes.
Composition	Shows highly complex and sophisticated relationships between elements. Elements are correctly balanced.	Design elements relate satisfactorily to the whole. Space within the work is properly utilized	Artwork struggles to achieve a unified composition. Attempt is apparent, though weak. Elemental balance is weak, yet can be altered by simple corrective alterations.	Elements do not properly relate to each other or as a whole.
Concept/ Originality	Bold, imaginative concept. Employs advanced ideas and picture making. Image is thought-provoking.	Acceptable resolution to the assignment. Student conveys clear idea through imagery	Artwork struggles to convey a coherent idea or image. Idea/image is discernable, but is not clearly understood in final product.	Artwork exemplifies no thoughtfulness or originality.
Presentation	Final product is exceptionally well-crafted. Artwork presented neatly and professionally. Work is mounted. Student protects image with overlay, and/or neatly varnished. Contact info is included, set professionally with type. Artwork has been scanned, or photographically catalogued.	Artwork shows good craftsmanship. Student varnishes work if needed. Artwork is neatly trimmed, with no frayed edges.	Artwork trimmed with proper bleed around image, and mounted.	Work is sloppy. Artwork is not trimmed, or protected. Overall quality of media and/or painted surfaces is poor.

Illustration: Digital

Standardized 4 Level Grading System

	Exceeded Criteria	Met Criteria	Approached Criteria	Did Not Meet Criteria
Technical skill	Work shows a proficiency in the technical procedures of software program. Advanced techniques go beyond the expectations of an AAS student.	Work shows a solid understanding of the technical procedures of software program.	Understands the basic technical procedures of software program.	Work shows little understanding of the technical procedures of software program.
Design and Composition	Design is exciting and shows a strong understanding of the rules of composition. Pictorial elements are composed in surprising ways to create unusual, visually compelling images.	Work shows a basic understanding of rules of composition.	Work shows some understanding of composition.	Composition is weak, with no sense of design
Color	Color is used in creative ways to suggest mood, atmosphere and spatial relationships. Overall color is sensitive, intelligent and sophisticated.	Project demonstrates a solid understanding of color theory.	Project demonstrates some understanding of color theory.	Project demonstrates no understanding of color theory.
Concept and Originality	Solution is original and ingenious. Project reflects intelligence, imagination and a unique vision.	Solution displays originality. Concept fulfills the needs of the assignment.	Solution shows a little thought and originality	Solution does not show any originality, with no thought towards a concept.
Presentation	Final work is clean, presentation is professional. Work is never late.	Presentation is of student quality and on time.	Presentation approaches student quality or it is late.	Presentation is sloppy, work is late or incomplete.

Jewelry Design Rubrics

	Excellent	Good	Fair	Poor
Conceptualization				
Design				
Construction				
Finishing				

GRADUATING STUDENT PORTFOLIO 2008 ASSESSMENT

Spring 2008 – Assessment Measure (scoring Rubric)
 Jewelry Department – Studio Option: JD 217-102, JD 218-101
 Design Option: JD 236-101, JD 236 102
 Michael Coan, Coordinator

FASHION INSTITUTE OF TECHNOLOGY – School of Art and Design

STUDENT NAME: _____

EVALUATOR: _____

DESIGN CONCEPTS	4 Pts	3 Pts	2 Pts	1 Pts
EXCEEDS STANDARD	MEETS STANDARD	APPROACHES STANDARD	DOES NOT MEET STANDARD	
ORIGINALITY	Work is distinctive, professional and exceeds standards. Student demonstrates originality and authorship.	Work meets standards. Results are original, creative or exciting but not exceptional.	Work is almost acceptable but does not yet meet standards. Student does not demonstrate originality and authorship.	Work is below acceptable standards. Project is not original.
CREATIVITY	Solution is outstanding. Project exhibits the process of creative thinking and the development of an individual style, which includes unity, variety, rhythm and movement.	Solution fulfills parameters set for the assignment. Student shows expected level of creativity and individuality.	Solution falls short of parameters set for the assignment. Rhythm and movement are lacking. Design is somewhat creative but not exciting.	Solution does not meet the parameters set for the assignment. Student shows no understanding of problem solving through design.
DESIGN COMPOSITION	Solution is of professional quality and shows attention to detail in composition. Layout attracts the viewer and presents information with continuity, balance and visual emphasis.	Student demonstrates expected level of design composition and form. Solution exhibits attention to detail, balance and visual emphasis. All of the necessary elements are present.	Solution has all appropriate elements, but lacks attention to detail. Projects demonstrate little understanding of balance or visual emphasis.	Solution exhibits no understanding of basic design concepts.
TECHNICAL PROFICIENCY	Technical skills used to achieve results are cutting edge, elegant and appropriate for the project. Design exhibits an attention to detail, critical thinking in design analysis and problem solving.	Technical proficiency demonstrated is appropriate and current, yet lacks a level of finesse that would put it in a professional category.	Appropriate materials are produced but there are problems with technical skills. Work needs much improvement.	Level of technical proficiency is inadequate. Work is sloppy and unprofessional.
TEXTURE	Texture enhances the design and creates a strong visual impact. Texture and value choices are sophisticated and harmonious.	Student demonstrates a good understanding of texture. Texture and value choices are appropriate.	Student does not demonstrate proper understanding of texture. Solution lacks visual balance and harmony.	Solution shows no understanding of texture.

JEWELRY

Photography Rubrics

Name of Individual Being Interviewed: _____

Quality of Professional Appearance, Attitude and Composure:

5.	On time for interview, wearing appropriate clothing, eager and prepared.
4.	On time for interview, wearing appropriate clothing, reticent, and prepared.
3.	On time for interview, wearing acceptable clothing, very nervous, and prepared..
2.	Late for interview, wearing acceptable clothing, very nervous, not prepared..
1.	Very late for interview, no attention to dress, indifferent and not prepared.

Esthetics and Technical Skills:

5.	Outstanding demonstration of design, composition, lighting, and print skills.
4.	Accomplished demonstration of design, composition, lighting, and print skills.
3.	Above average demonstration of design, composition, lighting, and print skills.
2.	Average demonstration of design, composition, lighting, and print skills.
1.	Below average demonstration of design, composition, lighting, and print skills.

Verbal Skills:

5	Outstanding demonstration of ideas and organizational thought,
4.	Accomplished demonstration of ideas and organizational thought
3.	Above Average demonstration of ideas and organizational thought
2.	Average demonstration of ideas and organizational thought
1.	Below Average demonstration of ideas and organizational thought

Establishment of an Individual Style

5.	A very clear demonstration of style and point of view, consistent throughout the presentation.
4.	A clear demonstration of style and point of view, fairly consistent throughout the presentation
3.	Style and point of view are present, but do not appear consistently throughout the presentation
2.	An attempt at style and point of view is made but appears infrequently throughout the presentation.
1.	There is no attention to style or point of view within the presentation.

Portfolio Contents: Score: 5 =outstanding 4 =very good 3=good 2=average 1=below average

5 4 3 2 1	Still Life #1 Tungsten Lighting (composition, camera angle lighting, interpretation of subject.)
5 4 3 2 1	Still Life #2 Electronic Flash (composition, camera angle, lighting, interpretation of subject.)
5 4 3 2 1	Dominant Color Red (composition, camera angle, lighting, interpretation of subject.)
5 4 3 2 1	Dominant Color Yellow (composition, camera angle, lighting, interpretation of subject.)
5 4 3 2 1	Dominant Color Blue (composition, camera angle, lighting, interpretation of subject.)
5 4 3 2 1	Interpretation of Fashion (camera angle, lighting, interpretation of subject, garment, and environment.)
5 4 3 2 1	Interpretation of 10 personal images (camera angle, lighting, interpretation of subject, garment, and environment.)
5 4 3 2 1	Resume, (consider clarity of format, style of presentation, spelling and content.)
5 4 3 2 1	The Business Card
5 4 3 2 1	The Promotional Piece
5 4 3 2 1	The Portfolio Presentation, (style, size, portfolio case, carrying case)
5 4 3 2 1	Color image print quality (focus, sharpness, resolution, color neutrality, retouching.)
5 4 3 2 1	Black and White image print quality (focus, sharpness, resolution, contrast, retouching.)
5 4 3 2 1	DVD
5 4 3 2 1	Quality of digital imagery. (assembly, retouching, color neutrality)
5 4 3 2 1	Student's identifying logo.

POINT TOTAL

D. Klesenski 01/03