Orange County School of the Arts | FEEDBACK RUBRIC

DESIGN & MEDIA CONSERVATORY

*An entry into the lottery for this conservatory can only be added if the applicant scores an **average of 3 points or higher.***

Applicant Name _____   Applicant Number _____   Incoming Grade _____

Criteria	1	2	3	4	5	Score
Technique Evaluation: Design skill, rendering skill, use of perspective and materials.	Work does not represent prior knowledge or experience with art techniques or materials. Work appears incomplete or hastily rendered.	Work indicates some previous experience with art drawing techniques or materials. Work seems rushed, rudimentary and without good technique or material application.	Work indicates previous experience with art materials and art techniques. Work is complete but could be better resolved with more attention to detail. Final image is average	Work indicates clear understanding and deployment of art techniques and materials. Good design resolution and clean craftsmanship. Skill is above average but not excellent.	Work indicates strong understanding and deployment of art techniques and materials. Excellent design resolution and great craftsmanship.	
Creativity Evaluation: Originality of ideas and exhibited. Creativity as shown in submission.	Work does not reflect an original idea. Ideas are not well thought out and do not exhibit creativity.	Work shows little creativity. Ideas and images are not well thought out or well rendered.	Creativity is emerging, with original ideas starting to appear. Ideas need to be more resolved and better visually communicated. Considered average	Work represents an original idea and demonstrates strong skills. Work shows a creative and unique approach.	Work indicates strong design skills and very original creative Ideas. Final image is well communicated with excellent design resolution.	
Execution Evaluation: Adherence to the submission placement activity rules and guidelines..	Work does not represent requirements and instructions for the work samples requested. One or more pieces are missing or do not follow the prompts..	Work indicates some understanding of the requirements and instructions for the work samples requested but key elements are missing.	Work indicates the technical and skill based requirements and instructions for the work samples requested are understood.	Work indicates clear understanding and interpretation of the requirements and instructions for the work samples requested. Including technical and creative challenges.	Work follows the requirements and prompts, providing exactly what is requested while displaying the applicants skills, ideas and individuality.	

		TOTAL		