**ELMER - RUBRIC: IL 223 – ILLUSTRATION AS VISUAL COMMUNICATION I**

**Student \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Assignment \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\* Please Note: The final grade for this assignment is determined by the total of points for each of the 4 assignment criteria categories as assessed by the instructor.**

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| **Assignment Criteria** | **Exceeds Criteria**  **20-19 Points** | **Meets Criteria**  **18-16 Points** | **Approaches Criteria**  **15-13 Points** | **Does Not Meet Criteria**  **12--0 Points** |
| **Concept/Originality**  **Assessment Points \_\_\_\_\_\_\_** | 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 discernible, but is not clearly understood in final product | Artwork exemplifies no thoughtfulness or originality. |
| **Composition**  **Assessment Points \_\_\_\_\_\_\_** | Shows highly complex and sophisticated relationships between elements. Elements are correctly balanced. | Design elements relate satisfactorily to the whole. Space with in the work is properly utilized. | Artwork struggles to achieve unified composition. Attempt is apparent, though week. Elemental balances week, it can be altered by simple corrective alterations. | Elements do not properly relate to each other or as a whole. |
| **Drawing**  **Assessment Points \_\_\_\_\_\_\_** | Values, abortion, 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 with in individual proportions of artwork but do not relate properly to the whole. | Student does not grasp basic understanding of drawing principles. Proportions are not correct, line is weak, and forms are confused or incorrectly represented. |
| **Color**  **Assessment Points \_\_\_\_\_\_\_** | Masters to 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 mighty 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. |
| **Presentation**  **Assessment Points \_\_\_\_\_\_\_** | Final artwork is exceptionally well-crafted, presented neatly and professionally. All assignment directions followed. Work is mounted with protected overlay. | Artwork shows good craftsmanship. Essential assignment directions followed. Artwork is neatly trimmed, with no frayed edges. Directions reasonably followed. | Artwork trimmed with proper bleed around image, and mounted. Directions added or missed. | Work is sloppy. Artwork is not trimmed, or protected. Assignment directions not followed. Overall quality of media and will/or painted services is poor. Deadline not met. |
| **Total**  **Assessment**  **Points \_\_\_\_\_\_\_** | **Grade Equivalency**  **A= 100 – 96 pts. / A- = 95 – 91 pts. / B+ = 90 – 86 pts. / B = 85 – 81 pts. /**  **B- = 80 – 76 pts. / C+ = 75 – 71 pts. / C = 70 – 66 pts. / C- = 65 – 61 pts. /**  **D+ = 60 – 56 pts. / D = 55 – 51 pts. / D - = 50 – 46 pts. / F = 45 pts. or less** | | | **Final**  **Assignment**  **Grade \_\_\_\_\_\_\_\_\_\_\_\_\_** |