

ART CONTEST RUBRIC

Atlantic Institute Art and Essay Contest: “Creating a Legacy of Understanding”
 2014-2015 Theme: *Kindest Without Borders: Open Eyes, Open Hearts in Our Global Village?*

Criteria for Products	Poor Quality (1 point)	Good Quality (3 points)	Excellent Quality (5 points)
Craftsmanship	*There is no evidence of skill development in the media; little technical competency	*Demonstrates some skill with the media; technically proficient	*Demonstrates strong skill with the media; technically accomplished
Formal Qualities	*Composition lacking a cohesive appearance *Weak integration of elements and principles of design	*Composition lacking a cohesive appearance *Some integration of elements and principles of design	*Composition is cohesively unified *Strong integration of elements and principles of design
Creativity	*Does not exhibit innovative thinking - very little experimentation to enhance concepts *Does not exhibit creative thinking skills - uses trite or over-used images and/or approach	*Exhibits innovative thinking - sufficient experimentation to enhance concepts *Unusual approach, play on image and concept; use of visual metaphor that has some visible connection to the theme	*Exhibits distinct experimentation and innovation to enhance creative concepts *Use of strong metaphor, personal meaning and/or elaborate or complex visual responses *Strong apparent connection to the theme
Interpretation of Topic	*Poor interpretation and communication of thematic concepts due to inappropriate or inadequate images or thoughts	*Adequate interpretation and communication of thematic concepts	*Excellent interpretation and communication of thematic concepts
Artist’s Statement (No longer than 200 words)	* There is little or no correspondence between the written statement and the visual image *Does not reflect on the experiences or art processes utilized in the creation of the artwork	* There is moderate correspondence between the written statement and the visual images * Reflects in writing on the experiences or art processes utilized in the creation of the artwork with adequate or minimal explanation	*There is strong correspondence between the written statement and the visual image *Reflects on the experiences or art processes utilized in the creation of the artwork with detail and thorough explanations

Total = _____

General guidelines for all art submissions EXCEPT Photography and Graphic Design:

Traditional media categories include *Drawing, Painting, and Collage*: Original work must be 15” x 20” which in turn needs to be *mounted or executed* (not matted) on illustration board of equal size. The artwork will extend to the edges of the illustration board. All artworks must include an “Artist’s Statement” on the back of each work. All images must be two-dimensional, original, and not appropriated from any other resource unless dramatically altered. Artwork must be unpublished and completed by one person.

General guidelines for Photography submissions:

Photography work includes color and black & white works. Actual photos should be 8” x 10” only and must be printed on 8.5” x 11” photo paper. Please do not frame and do not mount photography submissions. All images must be two-dimensional, original, and not appropriated from any other resource unless dramatically altered. Artwork must be unpublished and completed by one person.

General guidelines for Graphic Design submissions:

Graphic design work is defined as the use of computer media and innovative computer applications in art. Original artwork must be 8.5”x11” only, and must be mounted on illustration board that is also 8.5”x11”. Please only mount the piece on illustration board that is the aforementioned size. Please do not matt graphic design work. All images must be two-dimensional, original, and not appropriated from any other resource unless dramatically altered. Artwork must be unpublished and completed by one person.