

Digital Media: Audition Rubric

Student Name:

Audition #:

Date:

Portfolio Evaluation Criteria	Score
Students will be evaluated on: Variety of Media, Portfolio Presentation, Quality, Originality, and Craftsmanship.	
<p>10-12 Points</p> <p>Portfolio Presentation: : 6 to 10 art pieces that include, but not limited to, a variety of approaches to visual art such as photography, digital art, graphic design, drawing, video, illustration, and printmaking. If you have the tools available, please send at least one video. Pieces clearly display a variety of media such as photography, film making, computer graphics, advertising, graphic design, or digital art, etc. (Minimum of 3 different mediums.) – Student’s portfolio is neat, carefully organized and demonstrates a strong sense of growth.</p> <p>Quality: The artwork is reflective of a student who created work to the best of their own ability. Artwork shows successful engagement in storytelling, and with the Elements of Design (line, space, shape, form, color, value, texture). Artworks show purposeful composition and excellent design choices. All digital images and video are well edited.</p> <p>Originality: Artwork shows creative exploration or interpretation of a concept, idea, story, or class assignment. (Copies of well-known cartoons do not clearly show students artistic ability and are not acceptable). Artwork demonstrates inventiveness and risk-taking that goes beyond the level of simple photography, video skills, drawing, or design. Unique style is apparent.</p> <p>Craftsmanship: Artwork demonstrates outstanding carefulness and attention to detail in carrying out the project. The exposures are correct, and attention has been paid to camera angle, subject is clear, images and video are edited, and any work made by hand is neat and clean.</p>	
<p>7-9 Points</p> <p>Portfolio Presentation: Portfolio art pieces demonstrate a variety of at least two (2) different media, with one video. Portfolio is neat and organized and shows some sense of growth.</p> <p>Quality: Artwork is generally strong, although work shows inconsistencies in overall quality.</p> <p>Originality: Most works demonstrate inventiveness of concept and risk-taking.</p> <p>Craftsmanship: Student’s artwork demonstrates carefulness and attention to detail in carrying out the project. Some inconsistencies may be evident.</p>	
<p>4-6 Points</p> <p>Portfolio Presentation: Portfolios should feature students’ interests in either Fine Arts or Digital Media. Portfolio is neat and organized and shows some sense of growth.</p> <p>Quality: Artwork has some sense of purpose and effort but is unable to resolve design problems.</p> <p>Originality: Work may show slight inventiveness of concept or risk-taking.</p> <p>Craftsmanship: Student’s artwork demonstrates some attention to detail. Artwork may be in mediocre condition (folded, crumpled, etc).</p>	
<p>1-3 Points</p> <p>Portfolio Presentation: Portfolios should feature students’ interests in either Fine Arts or Digital Media. Student’s artwork is loose, disorganized and poorly presented.</p> <p>Quality: Artwork shows little evidence of creative thinking or artistic decision-making</p> <p>Originality: Work shows minimal inventiveness and no risk-taking</p> <p>Craftsmanship: Student’s artwork lacks attention to detail.</p>	
TOTAL SCORE:	
Comments:	
Panelist’s Signature:	