

Project:  
**Apparel Design**

Name: **Student**

Date:

**Artistic  
DESIGN  
80%**

	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Inadequate</b>	
	[16-20]	[11-15]	[6-10]	[0-5]	<b>POINTS</b>
Graphics: Clear, Relevant & Original	Graphics are completely original (content & form); graphics are creative and well-executed. Graphics are clear and are intentionally used.	Most graphics in focus and purposeful. One or two of the graphics or effects used on the design reflect student creativity in their creation and/or display.	Choice of graphic(s) could use improvement; graphic is confusing or misleading, borrowed graphics have a source citation. Graphics are made by the student, but are based on the designs or ideas of others.	Graphics are not carefully chosen or work <i>against</i> the apparel design. The graphics are difficult to 'read.' Graphics are someone else's; traced or stolen and are not credited to the original artist.	20
Line, Shape & Color	The use of shape, color and line create apparel designs that people would want to buy. Color was used in a clear and deliberate way to lead the viewer through the design. All of the design elements help to convey the proper sentiment.	The shape of the container is meaningful, the shape of the label was considered, 1-2 colors relate to the type of drink.	The shape of the container, shape of the label and colors do not quite work together successfully to convey the drink.	The shape does not relate to the drink. The colors and shape of the label do not work with the drink product.	20
Compostition	The placement of the graphics on the t-shirt and shoe are purposeful. The design has a clear focus and leads the viewer through the design.	The artist/designer thought about the composition and experimented with the placement of the graphics.	Parts of the design seem randomly placed and do not clearly lead the viewer through the design. The placement of the graphics appear haphazard and the composition needs to be reworked.	The design is poorly placed on the t-shirt and/or shoe template, creating unintended tension and/or confusion. Graphics and/or art components compete for the attention of the viewer and create confusion as to the design's focus.	20
Artistry, Design & Concept Development	All of the design choices work together to create a professional-looking, attractive, wearable design. Clever & strong concept based on personal design development. Different parts of the design look like they fit together. Student can explain his/her design decisions. All requirements and specifications met.	Design has some strong and some weak elements; limited personal research and concept development. Craft-work is strong. Student can explain 1-2 design decisions.	Design elements are not carefully chosen or applied. The overall design is not visually appealing/appropriate and not well-crafted/carefully considered. Student unable to fully explain 1 design decision.	Design elements do not work together; work is dirty/sloppy, in the wrong format, little research or concept development. Student unable/unwilling to explain any design decisions.	20

**Total Points** 80

**Artistic  
PROCESS  
16%**

	<b>Excellent</b>	<b>Good</b>	<b>Average</b>	<b>Inadequate</b>	
	[4]	[3]	[2]	[1]	
Experimental & Exploratory	Tried many approaches to the assignment, gained new knowledge through personal experimentation & exploration.	Did some experimenting with materials, processes and/or ideas.	Little exploration or experimentation, had to be pushed to experiment & explore.	Did not experiment with or explore materials, process or ideas.	4
Effort & Will	Focused, willing to revise/rework, gave & received feedback, pushed oneself. All requirements met. Followed all instructions.	Worked to potential, was focused. Most instructions followed.	Did minimum to complete the assignment. Instructions not closely followed.	Showed little or no interest in the assignment or in learning something new; little effort given.	4
Skillful Use of Materials & Technologies	Worked independently, successfully used a variety of skills, materials and approaches learned in class	Used 1-2 new materials or approaches.	Materials not cleaned/handled properly	Unable to successfully apply skills learned in class independently	4
Time Management	Work was on time; worked well in and out of class, helped others, punctual.	Majority of the work was on time, stayed on task most days.	Reminders given, unable to structure one's own work time.	Work was not on time, was a distraction to others, needed to be kept on task.	4

**Total Points** 16

**Artistic  
MERIT  
4%**

Bonus	Exceeded the expectations of the assignment
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4

**GRADE 100**