

Expressive Word

Name:

Date:

Artistic DESIGN 80%

	Excellent	Good	Average	Inadequate	
	[18-20]	[13-17]	[6-12]	[0-5]	POINTS
Design: Clear & Relevant	The overall design of the word clearly and effectively represents the chosen adjective. The artist altered the font in several ways in order to have a highly original final product. The result is eye-catching and highly expressive.	The design is generally effective. One or two of the effects used reflect student creativity and originality.	Choice of graphic(s) could use improvement; graphic(s) are confusing or misleading. The design was made by the student, but is based on the designs or ideas of others (not very original).	The design elements are not directly associated with the adjective or work <i>against</i> the design and/or are difficult to read. The final design is not effective at creating a visual, expressive adjective.	20
Composition & Color Meaning	The color has meaning; it reflects the adjective and adds meaning to the design. The composition is thoughtfully composed and serves a purpose. The letter forms are well-placed. All help to convey the proper sentiment.	1-2 colors relate to the adjective. The composition is generally strong; the arrangement of the letter forms was considered. There was an attempt to make composition purposeful and color meaningful in the design.	The colors and composition do not quite work together successfully. Color is tentatively applied and/or the composition has not been carefully considered.	Composition and color meaning were not carefully considered or applied. The color choices and composition work <i>against</i> the design/give the wrong impression of the adjective.	20
Font & Text	The word is easily distinguishable from 10 feet away. The color (& imagery) of the font fits the adjective. The text and fonts used are carefully researched & chosen.	The word is easily distinguishable from 6 feet away. The color of the fonts somewhat relate to the text. Some font research completed.	The word is difficult to 'read' or understand. The font & text do not fully support the design. More research is needed to find the appropriate font and adjective.	Font does not fit the design/reflect the adjective. The text is not thoughtfully considered. The size of the text seems arbitrary or inadequate. Font & text seem to work <i>against</i> the design.	20
Artistry, Design & Concept Development	All of the design choices work together to create a professional-looking, attractive product. Clever & strong concept based on personal design research & development. Student can explain his/her design decisions. All requirements met.	Concept is relatively clear, design has some strong and some weak elements; limited 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. 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%

	Excellent	Good	Average	Inadequate	
	[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.	Worked to potential, was focused.	Did minimum to complete the assignment.	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, student was able to use the technology skillfully.	Used 1-2 new materials or approaches.	Materials not cleaned/handled properly, had difficulty using the technology and/or applying what was learned in class.	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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GRADE 100