

Breadth Rubric

Name _____ Period _____ File Name _____

A- Broad investigation of 2D design principles.

- 6- The work shows informed investigation of a broad range of 2D design principles.
- 5- The work shows thoughtful investigation of a range of 2D design principles.
- 4- The work shows a good investigation of a variety of 2D design principles.
- 3- The work shows superficial decision making or discovery, with little sense of an extended investigation into 2D design principles.
- 2- The work shows very little evidence of investigation of a range of 2D design principles.
- 1- The work shows negligible investigation of a range of 2D design principles.

B- Originality and Innovative Thinking

- 6- The work clearly demonstrates original vision, a variety of innovative ideas and/or risk taking, and inventive articulation of a broad range of the elements and principles of 2D design.
- 5- The work demonstrates a range of original, innovative ideas and effective manipulation of the elements and principles of 2D design.
- 4- The work demonstrates some originality, some innovative thinking, and purposeful manipulation of the elements and principles of 2D design.
- 3- Some original ideas seem to be emerging or some attempt at innovation with the elements and principles of 2D design is evident.
- 2- The ideas in the work are unoriginal or rely mostly on appropriation; the work does not show inventive use of the elements and principles of 2D design.
- 1- There is no original or imaginative ideation in the work in regard to the elements and principles of 2D design; the work is comprised of trite, simplistic, or appropriated solutions.

C-Application of 2D Design Principles to Broad Range of Design Problems

- 6- The work shows excellent application of 2D design principles to a broad range of design problems.
- 5- The work shows strong application of 2D design principles to a range of design problems.
- 4- The work shows a good application of 2D design principles to an acceptable range of design problems.
- 3- The work shows a superficial application of 2D design principles to a limited range of design problems.
- 2- The work shows a weak application of 2D design principles to a very limited range of design problems.
- 1- The work shows little or no useful application of 2D design principles regardless of the number of problem-solving attempts.

D-Purposes and Intention of the Compositional Use of the Elements and Principles of Design

- 6- The work clearly demonstrates a broad range of intentions and purposes; it articulates multiples insights.
- 5- The work demonstrates a variety of intentions and purposes; a range of insights is apparent.
- 4- The work shows a variety of intentions and purposes although they may not be clearly articulated.
- 3- The work shows a limited variety of intentions and purposes.
- 2- The work does not clearly articulate a variety of intentions and purposes
- 1- The work is repetitive in regards to intentions and purposes.

E- Confident, Evocative Work that Engages the Viewer

- 6- The work as a whole is confident and evocative; it engages the viewer with visual qualities (for example, verve or nuanced subtlety).
- 5- Most of the work engages the viewer with expressive and evocative qualities; the work suggests confidence.
- 4- - Some of the work has discernable expressive and evocative qualities although confidence is not strongly apparent. Conversely, the work may display confidence, but not be engaging.

- 3- The work is emerging in terms of potentially engaging qualities, confidence is questionable.
- 2- There is little about the work that engages the viewer, the work lacks confidence.
- 1-The work does not engage the viewer, there is no confidence evident in the work.

F- Technical Confidence and Skill with Materials and Media

- 6- The work is technically excellent; materials and media are used effectively to express ideas.
- 5- The work is technically strong; materials and media are used well to express ideas.
- 4- The work demonstrates good technical competence and use of materials and media; technical aspects and articulation of ideas do not always work together.
- 3- - The work demonstrates moderate technical competence and some knowledgeable use of materials and media.
- 2- The work is generally awkward; it demonstrates marginal technical competence and awkward use of materials and media.
- 1- The work is generally inept; the use of materials and media is naive and lacks skill and technical competence.

G- Appropriation and the Student "Voice"

- 6- Any apparent appropriation of published or photographic sources or the work of other artists clearly provides a visual reference that is transformed in the service of a larger, personal vision in which the student's "voice" is prominent.
- 5- Any apparent appropriation of published or photographic sources or the work of other artists shows a strong sense of the student's "voice" and individual transformation of images.
- 4- Within the appropriation of published or photographic sources or the work of other artists shows the student's "voice" is discernable; the images have been manipulated to express the student's individual ideas.
- 3- If published or photographic sources or the work of other artists are appropriated, the work appears to be nearly direct reproductions; even if skillfully rendered, the student's "voice" and the individual transformation of the images are minimal.
- 2- The work appears to be direct copies of published or photographic sources or the work of other artists, there is little discernable student "voice" or individual transformation.
- 1- The work appear as direct copies of published or photographic sources or the work of other artists, there is no discernable student "voice" or individual transformation.

H-Image Quality (for Weak or Poor Breadth Sections Only)

- (-25pts) 2- The images are difficult to see properly because they are too small, unfocused or poorly lighted.
- (-50pts) 1- The images are impossible to see properly because they are too small, unfocused or poorly lighted. There may be too few images to constitute an investigation of breadth.

I-Overall Accomplishment and Quality (Multiple Works) (No. of works_____)

- 6- There may be a varying range of accomplishment among the works, but overall, the work reaches a level of excellent breadth and quality.
- 5- - There may be a varying levels of accomplishment among the works, but overall, the work reaches a level of strong breadth and quality.
- 4- There may be uneven levels of accomplishment among the works, but overall, the work reaches a level of good breadth and quality.
- 3- There may be emerging levels of accomplishment among the works, but overall, the work reaches a level of moderate breadth and quality.
- 2- There is little evidence of accomplishment demonstrated in the works, but overall, the work is of weak breadth and quality.
- 1- Overall the work lacks accomplishment and is of poor breadth and quality.

Total Score_____ AP Equivalent_____ KISD Grade_____