

Mr. Keaney

General Illustration Rubric

Use the information below when creating your illustrations to do the best you can on each project. Some projects will have there own unique rubric, but most will include these for criteria.

<i>Criteria</i>	<i>Advanced</i>	<i>Proficient</i>	<i>Developing</i>	<i>Beginner</i>
Composition	The arrangement of shapes keeps our eyes within the artwork, bringing us to the focal point and back around the work – it's hard to look away from the art!	There is a clear focal point and arrangement within the picture plane.	There is not clear arrangement of the picture plane – some parts feel neglected or unfinished.	The artwork is clearly unfinished and has large empty areas that distract from the idea.
Technique & Craftsmanship	The technique noticeably adds to the final work. Colors are overlapping and delicious! There is a feeling of the artist really caring for the work.	The work shows an effective use of the art medium and care for the project. The technique is not distracting.	The technique is obviously unfamiliar to the artist, and distracts from the work. Smudges, fingerprints or unwanted marks are present.	The work seems rushed and uncared for. Some of the color is scribbled on or done halfway. The artist does not seem interested in the work.
Elements & Principles of Art	Artistic choices lead to a more interesting and compelling image; the viewer is swept up in the work due to the choices made by the artist!	Color, line, shape and value seem purposefully chosen to add to the art, not distract. The shapes are united within the picture plane.	Some of the artistic decisions using line and color seem random or too obvious – the work is distracting or made un-interesting.	Too much random-ness and lack of consideration for the building blocks of visual art make the piece look unfinished or un-interesting.
Visual Storytelling	There is not only a sense of story, but also an additional tension or suspense and involvement on the viewers part. The viewer takes part in the story being told.	There is a sense of a story or narrative taking place within the artwork, without words. Details hint at a back-story or future event, while fueling the viewer's imagination.	The artwork gives a hint of a story or situation going on, but it's hard to tell what is going on, and we lose interest to find out. Needs more visual clues to figure out.	There is no sense of story or event in the artwork. The characters are not responding to each other or the background.

Elements of Art & Design

Line | Shape | Color | Value | Texture | Space

Principles of Art & Design

Rhythm | Scale | Balance | Unity | Emphasis

Art Medium: The material you use to complete the artwork. (Watercolors, Colored Pencils, Photoshop, etc.)