

2008 COMPUTER ART RUBRIC

MICCA Computer Art Contest Criteria

Name: _____ Document Title: _____

Software used: _____

| Individual students may submit an original art product, color or black and white, that is generated with a microcomputer. The art piece will be judged on the following criteria: | 3 pts. Excellent | 2 pts. Good | 1 pt. Average |
|---|---------------------|----------------|------------------|
| <u>CONTENT---THEME</u> | | | |
| 1. A message is conveyed that has meaning to the viewer. | | | |
| 2. The dominant elements reinforce the theme. | | | |
| 3. The work is mostly freehand, with limited clip art, stamps and other pre-designed art objects. | | | |
| 4. The work is completely computer generated. | | | |
| <u>DESIGN---COMPOSITION</u> | | | |
| 1. The design is appropriate for the content and targeted audience. | | | |
| 2. There is a center of interest that attracts the eye. | | | |
| 3. There is a balance of space used. | | | |
| 4. There is consistency and unity that creates a design focus. | | | |
| <u>ORIGINALITY</u> | | | |
| 1. The work demonstrates a unique or innovative style. | | | |
| 2. The work demonstrates a fresh approach to content. | | | |
| <u>CREATIVE EXPRESSION</u> | | | |
| 1. The work is imaginative while relating to content. | | | |
| 2. The work accentuates understanding of the topic in a unique way. | | | |
| 3. The design elements enhance the content in a unique way. | | | |
| <u>TECHNOLOGY</u> The presentation style of the art work reflects effective use of technology for the following: | | | |
| 1. The design elements work together to compliment each other. | | | |
| 2. The formatting is appropriate and enhances the overall impact. | | | |
| 3. The work represents original and correct use of appropriate digital effects. | | | |

Judge's Notes:

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| Total= (Out of max 48 points) |
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