

Water Quality Art Contest Rubric

	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
Visual Impact (Overall Quality)	The unique organization of art elements, content, & execution create a striking & memorable work. It has the power to “wow” the viewer	The organization of art elements, content, and execution create cohesive work. The work has lasting impact on the viewer.	The organization of art elements, content, and execution are addressed in the work. The work holds the viewer’s attention.	The organization of art elements, content, & execution are incompletely addressed in the work. There is little or no impact on the viewer.
Artwork Image	Artwork provides a strong representation of the contest theme. Any text included is related to the topic and enhances the work.	Artwork provides a good representation of the contest theme. Any text included is related to the topic but might not add to understanding the artwork.	Artwork is related to the contest theme. Text that is used is unrelated to the artwork or creates confusion for the audience.	Artwork is unrelated to the theme and/or too much text is included which distracts from the artwork itself.
Interpretation & Creativity	The design shows a unique and creative interpretation of the assignment and was continued until it was as complete as possible. Effort was far beyond that required, with great attention to details.	The design shows a clear understanding of assignment and the student’s ability to think “outside the box.” With more effort, the project might have been outstanding.	The design shows some creativity and adequate interpretation of the assignment. However, the work appears unfinished.	The design requirements are fulfilled, but give no evidence of original thought or interpretation. Project is incomplete or lacks attention to details.
Connection to Theme	The artwork and essay directly connect to the theme of litter and provide a unique representation of the topic.	The artwork and essay directly connect to the theme of litter and provide a general representation of the topic.	Only one part of the submission (artwork/essay) connects to the theme. The other part of the submission does not connect to the theme.	The artwork and essay do not connect to the theme of litter.
Essay/Description	The essay explains in	The essay describes in	The essay is limited in	There is no

	detail how the artwork directly connects to the theme of litter.	general terms how the artwork is connected to the theme of litter.	nature when connecting the art to the theme of litter.	essay/description or it is unrelated to the artwork.
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