

Visual Art Standards for Grading

In Graphic Design Grades are based on 4 standards:

1. Communication & Expression Design
2. Layout & Composition
3. Media, Tools & Techniques
4. Critique & Reflection

Each standard is graded on a 7 Point scale:

- 7= Demonstrates Advanced Skill
- 6= Demonstrates Proficient Skill
- 5= Needs Improvement
- 4= Does Not Meet the Criteria

Communication & Expression

The artist conveys a specific message or intent (through his or her work).

7- Artist demonstrates advanced skills in conveying his or her message.

- The artist chooses and effectively utilizes specific symbols, signifiers, and/or techniques that enable viewers to “read” his or her message or ideas clearly
- The artist successfully communicates a specific message or intent to the viewer without explanation

6 - Artist demonstrates proficiency in conveying his or her message

- The artist utilizes specific symbols signifiers, and/or techniques that enable viewers to “read” his or her message or ideas clearly
- The artist communicates a message or intent to the viewer with limited explanation needed

5 - Artist needs improvement in conveying his or her message

- The artist utilizes few or vague symbols, signifiers, and/or techniques
- The artist’s message or intent requires explanation for viewer understanding

4 - Artist does not meet the standard in conveying his or her message.

- The artist does not utilize symbols, signifiers, and/or techniques to communicate ideas
- There is no evidence of the artist’s message, and a full explanation is required for the viewer

Design, Layout & Composition

The artist comprehends and makes strong compositional, layout, and design choices.

7 - Artist demonstrates advanced skills in design, layout, and composition.

- The artist makes exceptional design, layout, and compositional choices, including, but not limited to, visual and psychological weight, visual balance, emphasized areas, and tension
- The artist uses formal design vocabulary fluently with complete understanding

6 - Artist demonstrates proficiency in design, layout, and composition.

- The artist makes sound and acceptable design compositional and layout choices, considering several design devices
- The artist uses formal design vocabulary appropriately, demonstrating a basic understanding of design concepts

5 - Artist needs improvement in design, layout, and composition.

- The artist considers and demonstrates only one or two design devices, leaving some areas unbalanced or unresolved
- The artist requires prompting or partial explanation in order to articulate an understanding of design concepts

4 - Artist does not meet the standard in design, layout, and composition.

- The artist does not choose or utilize appropriate design devices, leaving the composition or layout unbalanced or unresolved
- The artist cannot articulate a verbal or visual understanding

Media, Tools & Techniques

The artist utilizes materials, tools, and techniques properly, consistently, and effectively in the work, and considers their overall craftsmanship and presentation.

7- Artist demonstrates advanced skills in utilizing his or her media properly and effectively in the entire work, and articulates understanding of craftsmanship.

- The artist consistently utilizes the media and its related techniques correctly, and articulates a relationship between meaning/concept and the chosen media
- The artist presents the work with care, neatness, and attention to both small details and large areas
- The artist's work includes exceptional areas of technical craftsmanship that strongly impact the viewer and stands out from others.

6 - Artist demonstrates proficiency in utilizing their media properly in the work, and demonstrates an understanding of craftsmanship.

- The artist utilizes the media and its related techniques correctly, and can articulates the relationship between meaning/concept and a chosen media
- The artist presents the work with care, neatness, and attention

- The artist works areas of his or her piece to make it stand out from others, but not the entire piece

5 - Artist needs improvement in utilizing his or her media properly and effectively, and does not demonstrate considered craftsmanship over the entire work.

- The artist utilizes some of the media and its related techniques correctly, and needs prompting or explanation to articulate a relationship between meaning/concept and the chosen media
- The artist's work shows areas of care, neatness, or attention to details, but not over the entire work
- The artist needs to rework areas to help his or her work stand out, and it does not have an immediate, positive reaction from the viewer

4 - Artist does not meet the standard in utilizing his or her media properly and consistently, and has little or no demonstrated understanding of craftsmanship.

- The artist does not utilize the media and its related techniques correctly, and does not articulate a relationship between meaning/concept and the chosen media
- The artist's work does not demonstrate care, neatness, or attention to details
- The artist needs to rework the entire piece to help his or her work stand out, and it does not have an impact on the viewer (except disconnect)

Critique & Reflection

The artist expresses intentions and process, and gives appropriate and constructive feedback to his or her peers.

7 - The artist demonstrates advanced skills in critique and reflection.

- The artist clearly articulates his or her artistic and technical intentions and processes
- The artist actively seeks and openly receives feedback on his or her work during and after studio, and always considers suggestions in reworking his or her piece
- The artist always contributes to peer critiques, offering clear and insightful comments and constructive, respectful feedback to his or her peers

6 – The artist demonstrates proficiency in critique and reflection.

- The artist adequately articulates his or her artistic and technical intentions and processes
- The artist seeks and openly receives feedback on his or her work, and considers most suggestions in reworking his or her piece
- The artist usually contributes to peer critiques, offering constructive and respectful feedback to his or her peers

5 - The artist needs improvement in critique and reflection.

- The artist poorly articulates his or her artistic and technical intentions and processes
- The artist is open to some feedback on his or her work, and rarely considers suggestions in reworking his or her piece

- The artist seldom contributes to peer critiques, offering little constructive feedback to his or her peers

4 – The artist does not meet the standard in critique and reflection.

- The artist does not articulate his or her artistic and technical intentions and processes
- The artist is not open to feedback on his or her work, and does not consider suggestions in reworking his or her piece
- The artist does not contribute to peer critiques