



Advertising Art Evaluation Rubric

Grading the Exam and Portfolio:

This rubric shows the 5 goals/ skills needed to qualify in the class as well as levels of mastery. All of these skills are graded as part of the Entry Exam as well as the Portfolio Review. Students will receive 2 grades: one for the Entry Exam and one for their Portfolio Review.

The Purpose of the Rubric:

The rubric shows the skills needed as well as the point system given for each area of mastery on a scale of 0 to 10. An excellent candidate will score 10 points on each test. The highest score given is a combined score of 20.

POINTS	2. Points	1.5 Points	1. Point	0. Points
5 Goals:	Excellent	Good	Average	Below Average
Use of value and tone	Shows multiple flowing tones in light & shadow	Shows the ability to use 2 or more tones to create shadow	Shows the ability to use 1 or more value tones	Can not properly use a shadow tone
Grasp of Proportion	Is able to create balance and unity on the page by using proportion	Almost all parts are in balance on the page	A few parts are in balance on the page	Most of the art is out of balance on the page
Use of line	Uses a variety of confident marks to represent different textures and flow in the shapes	Uses a consistent line and small variations to represent different areas accurately in the drawing	Uses the same consistent line to define most of the drawing but not much variation in mark	Line is erratic or unsure what it is defining. Very little of the subject is defined properly
Use of image planning	Planned carefully with sketch. Uses design and space effectively	Uses some planning and structure to keep image in proper form and size	Draws without much planning but keeps image in a passable shape and size	No planning of image. Drawing is off center or crooked on page. drawing does not fit on page
Craftsmanship and attention to detail	Meticulous effort and precision in every small detail of the piece showing great care.	Solid work with attempts to bring out good amount of varied detail.	Passable work with modest amounts of detail.	Basic outlines with a minimal amount of care or detail.
All category score total:	10	7.5	5	0