

**Graphic Design
Digital Art Product**

**STEM Fair
Rubric**

Product Number: _____ **Title:** _____
Division: _____

Graphic Design: Software is used to create and combine symbols, images and/or words to create a visual representation of ideas or messages. The product might be an original logo or other artwork that contains organized text or pure design elements such as shapes and color which unify the piece.

	Criteria	Points Possible	Score
Creativity/ Originality	The image is original. The piece stands out as unique and innovative. Piece shows different use of tools, (experimental and/ or exploration). Shapes and stamps included in the software may be used.	30	
	Comments:		
Interest/ Mood/Feeling	Image or design catches and maintains the viewer's interest (visual communication).	15	
	Use of line, color, lighting, subject matter, composition, emphasis and/or exaggeration is used to create mood or evoke feeling.	15	
Comments:			
Technique/ Design	Piece uses combination of : line, texture, shape, form, space, value, color	10	
	Piece uses combination of: repetition, movement, balance, proportion, harmony, contrast, variety, unity and emphasis, attraction, proximity, color theory.	10	
	Purpose is clear in the design.	10	
Comments:			
Presentation of Piece/ Craftsmanship/ Documentation	Original title reflects the composition of the work. Artist considered overall presentation and handling of media. Student clearly and completely explains the purpose, process and steps in creating the piece.	5	
	Product and document are submitted in requested file format. Mechanics.	5	
Comments:			
Total Score:		___ out of 100	
Piece was created by student and is original. Intellectual property and copyright rules for public display are followed. If No , product is disqualified.		Yes	No
Minimum score of 85 required to qualify for recognition.			