

DIGITAL COMM. ARTS PORTFOLIO RUBRIC

I, _____, hereby acknowledge that all of the works present in this portfolio are original pieces created by me in preparation for this assessment.

Make sure all Sections, Categories and Works are clearly labeled in your digital (flash drive and/or website) or analog (physical) portfolio!

There are 3 main sections of the portfolio that you will turn in to Mr. Greider on the date of assessment. The “Artist Statement,” “2 Finely Polished Pieces” showing what you are proud of, and 3 of the 4 different “Samples of work.” You can include a letter of recommendation from a current teacher.

This is “The Artist Statement Section.” It should tell the audience why you want to be a Digital Communication Arts major here at Cab.

Artist Statement Category	5pts	3pts	2pts	1pt	0 pts
<p>Artist Statement Answer all of the following questions: Why did you choose this major? What is the intent and/or purpose of the artwork you included in this portfolio? Why does this major at Cab appeal to your artwork or you? What are your career goals after High School?</p> <p>(Mechanics and grammar of writing are Capitalization Punctuation etc.)</p>	<p>The Artist statement was prominent in the portfolio. The student showed that they have a clear understanding of the direction of their Artwork. They answered all of the questions completely. The mechanics of the statement were error free. The student answered all of the questions completely.</p>	<p>The Artist statement was prominent in the portfolio. The student showed that they have a <u>mostly</u> a clear understanding of the direction of their Artwork. The student answered all of the questions completely.</p>	<p>The Artist statement was prominent in the portfolio. The student showed that they have a somewhat of an understanding of the direction of their Artwork. Some questions were not addressed completely.</p>	<p>The Artist statement was present but not prominent in the portfolio. The student showed that they have a somewhat of an understanding of the direction of their Artwork. Most of the questions were not addressed.</p>	<p>The Artist statement was present but addressed virtually none of the questions asked.</p>

This is the “Finely Polished pieces Section” It should display some things that you are proud of as they have the greatest weight. Make sure everything is labeled very clearly!

FINELY POLISHED PIECES Must have 2 of the following Categories and be labeled as finely polished pieces, the students should be proud of these.	4pts	3pts	2pts	1pt	0pts
6 Photographs Category Different areas of study can be: Still life, Portrait, Abstract, Landscape, Perspective and another new area of study of your choice. <u>Camera Settings are: ISO, Shutter speed, and Aperture.</u> (If digital, Submitted as .Jpgs)	There are 6 Photographs displaying various areas of study all with the appropriate exposure and aesthetically pleasing ergo: All referenced on the side bar. All of which are labeled with <u>camera settings</u> and what type of image they are and described how the image was taken. Students displayed knowledge of photography’s main ideas	There were 6 photos but some concepts weren’t labeled or described with settings. And/or a few of them could use some cropping or weren’t aesthetically pleasing. The category wasn’t labeled.	There were 6 pieces and some of the concepts weren’t labeled or described and a lot of photos weren’t particularly aesthetically pleasing or they were not varied in subject matter. The category wasn’t labeled.	There were 6 pieces and all of the concepts weren’t labeled or described. Or were not varied in subject matter. Most photos weren’t particularly aesthetically pleasing or they were not varied in subject matter. Student clearly didn’t understand the knowledge of photography main ideas. Some or all of the images are not labeled with <u>camera settings</u> .	There were less than 6 images, some of the concepts weren’t labeled or described. And/or they were not varied in subject matter. Most photos weren’t particularly aesthetically pleasing or they were not varied in subject matter
1 Piece of Graphic Design Category (If digital, Submitted as .Jpgs or PDF)	1 Piece of graphic design displaying knowledge of design e.g. Elements and Principles of Design that was finely polished and aesthetically pleasing. It was labeled as such and documented how the student made it.	1 Piece of graphic design that somewhat displayed knowledge of the principles of design	1 Piece of graphic design that displayed less knowledge of design than was needed.	1 Piece of graphic design displaying barely any knowledge of the principles of design. It was not labeled or was not documented how the student made it.	The Piece did not show any of the Elements and Principles of Design. And/or was not aesthetically pleasing
1 Composite-Photo Category A Composite-Photo is usually multiple blended images comprised together to form a new photo.	1 Composite-Photo That is a piece of ART , comprised from at least 3 different photographs of your own, (included in the portfolio and labeled as such) that can stand on it’s own as a strong piece of art (Aesthetically pleasing). It had good craftsmanship.	1 Composite-photo that is comprised from at least 3 different photographs that still stands on its own as a graphic piece but is only somewhat is aesthetically pleasing or not labeled as such. The category wasn’t labeled.	1 Composite-photo that is comprised with 3 different photographs that is hard to stand on it’s own as a graphic piece and not labeled as such, craftsmanship was lacking.	1 Composite-photo that is comprised with 2 different photographs that cannot stand on its own	1 Composite-photo that was only from 1 photo. It didn’t include any other photos in the piece. (A Composite-Photo includes at least 2 photos)
2 Page Screen Play Category (Mechanics and grammar of writing are Capitalization Punctuation etc.)	A 2-page screenplay or fictional/non-fictional story. It stands by itself as an overall story. 12pt double-spaced in Arial or Helvetica font. Is at least 2 pages but no longer than 4. There are no mechanics errors.	2-page screenplay, but was lacking some elements of a story, Characters, setting etc. There are no grammatical, punctuation, or spelling errors. The category wasn’t labeled.	A 2-page screenplay but it was grossly lacking elements of a story. There are no grammatical, punctuation, or spelling errors.	A 2-page screenplay but it was lacking a lot of complete thoughts and story elements. And it went over 2 pages There are no grammatical, punctuation, or spelling errors. <u>The story was longer than 4 pages.</u>	A 1-page screenplay but it was lacking a lot of complete thoughts and story elements. It had some grammatical, punctuation, and/or spelling errors.
A Website Category (Knowledge of HTML and CSS means that it clearly had the bare essentials of what a website is composed of) Ex: <html> <head> </head> <body></body> </html> Nothing from Wix, or any other template builder website)	A website (Can be the portfolio as long as its acknowledged as one) with specific knowledge of HTML and CSS (not from a Template). Shown comfortably in the code.	A website that is lacking some content ergo A clear understanding of HTML or has 1 error or broken link, but is still constructed well. The category wasn’t labeled somehow	A website that is lacking some content or has 2 errors or broken link, it is unclear what some things are.	A website that is lacking some content or has 3 or more errors or broken link	A website that from a template and is lacking some content or has 1 error or broken link
1 minute or longer Edited Video Category Should be exported as a stand alone video instead of a project file.	1 to 3 minute edited video (must have at least 10 cuts or transitions and some sort of sound) The video can be a narrative (Have a story) or have some sort of meaning behind it. Make sure it is exported in a recognized format. .Mov or .Avi and/or burned to a DVD	1 minute or longer edited video with less than 4 cuts or transitions. Some sound was missing or too quiet or there were slight problems viewing the video. It has an overall theme and/or narrative idea. The category wasn’t labeled.	1 minute or longer video with less than 3 cuts. There were problems viewing the video. Or there wasn’t a theme. It is missing an overall theme and/or narrative idea.	1 minute or longer video that has 2 or less cuts or edits, it was severely lacking a theme. It is shorter or longer than 4 minutes.	The video that is less than a minute long with 1 cut or none at all... The video was in a format that Mr. Greider couldn’t view it.

3D Object (can be the actual object or submitted as a image of the object that you made from scratch in a software program such as Sketchup or Autodesk-Maya)	A 3d Object or It is a piece of <u>ART</u> or a Functional Utilitarian object that is aesthetically pleasing and/or has a real world practical purpose.	The object is a piece of <u>ART</u> or a Functional Utilitarian object that could be improved with elements or principles of design aesthetically pleasing and/or has a real world practical purpose.	-----	The object is not really piece of <u>ART</u> or a Functional Utilitarian object that could be greatly improved with elements or principles of design aesthetically pleasing and/or has a real world practical purpose.	The object is not really piece of <u>ART</u> or a Functional Utilitarian. Or it was submitted incorrectly.
---	---	---	-------	--	--

This next section of the portfolio should be a demonstration of some of the other work that you can do. Since Communication Arts is so vast and diverse. It doesn't have to be your concentration pieces (or pieces that you extremely excel at) just a collection of work that you enjoyed working on.

3 SAMPLES OF WORK Must include at least 3 of the following Categories in this section	2 pts	1.5 pts	1 pt	.5 pt	0 pts
3 Photographs Category All were images that you yourself took with some sort of camera.	3 Photographs (Should be various types of subjects) All of which are labeled by subject matter and displayed together all settings were labeled with the image	3 photographs, not varied in subject matter	3 photographs, not varied in subject matter or well described or labeled and/or not clear in subject matter	2 photographs, not varied in subject matter or well described or labeled and/or not clear in subject matter.	2 photos that was really lacking any sort of effort or clarity or described well
2 poems Category (Mechanics and grammar of writing are Capitalization Punctuation etc.)	2 poems showing clear, overall themes, and thoughts. No longer than 1 page each. There are no mechanical or grammar problems.	3 poems, 1 of them was lacking clear overall thoughts and themes	3 poems, 2 of them are lacking overall thoughts and themes	All of the poems that were submitted could be improved drastically, with overall thoughts and themes	All poems was submitted that isn't that strong in any one area. Or missing more than 1 poem.
A short story Category (Elements of a story are: Introduction, Character, Imagery, Setting, Conflict/Problem, Resolution)	A short story (1 page long) with clear and organized thoughts. All elements of a story are present	A short story that has a few areas that could be improved	A short story that has some story elements missing that distracts from the piece	A short story that has many elements that can be improved	A short story with little or no content or context
A heavily edited Photo Category (Students can use "Photoshop, Gimp or any other photo editing program" to doctor or change a photo to display their knowledge of photography manipulation)	A heavily edited photo (Otherwise known as a "Doctored" Photo) of Included description and images that were before and after of what was done to the turned in piece. It was aesthetically pleasing. It was an image that you yourself took with some sort of camera.	A heavily edited photo that was not manipulated well or did not include the description what was done to it. Was missing some exact descriptions and/or not aesthetically pleasing	A photo that was corrected some Was missing some exact descriptions and/or not aesthetically pleasing	A photo that looked aesthetically unappealing and did not have the description with it. Or (before and after) images were not included	A photo was turned that was aesthetically not appealing and out of focus, with not description