

BFA Portfolio Review Rubric

Level 4: Meets all Level 3 criteria *plus* goes beyond exemplars provided in class and mere adaptation/reproduction.

Level 3: Demonstrates competence in all criteria; holistically integrates formal, material and conceptual qualities

Level 2: Meets some but not all criteria; or *minimally* meets all criteria.

Level 1: Does not meet criteria.

<i>Artworks in portfolio:</i>	4	3	2	1
<p>1. Perceptual Acuity/Observational Skills:</p> <p>Uses keen life observations to inform decisions in relation to the overall design and concept of the artwork; <i>and/or</i> displays understanding about how viewers perceive, interpret, and interact with visual information.</p>				
<p>2. Technical Competency:</p> <p>Demonstrates technical proficiency with the chosen medium; artwork is of high quality and presented professionally.</p>				
<p>3. Consistent, effective use of design principles:</p> <p>Demonstrates comprehensive understanding of basic design principles, formal relationships, and conceptual frameworks.</p>				
<p>4. Creative Problem Solving and Critical Thinking:</p> <p>Explores unusual combinations, transformations, or use of materials, <i>and/or</i> demonstrates innovative use of visual language/artistic convention to express complex ideas <i>and</i> demonstrates consideration of and reflection on relevant questions, criteria, and strategies with thoughtful investigations of a problem or topic.</p>				
<p>5. Generates visual meaning/concepts:</p> <p>Communicates ideas with implied or explicit meaning extending beyond the imagery depicted.</p>				
<p>6. Applies historical and current practices:</p> <p>Demonstrates a use of historic and/or current practices that support, reinforce and extend the overall design and conceptual framework.</p>				