<table>
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<th>RUBRIC LEVEL</th>
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| 4            | • conveys a clear message or purpose  
   • needs no verbal explanation  
   • includes carefully selected elements appropriate to the selected medium and purpose | • exhibits a logical, interesting, and explicit arrangement of ideas, elements of art and/or principles of design  
   • communicates the message or purpose clearly and completely  
   • links interrelated elements and ideas to enhance and maximize their contribution to the overall effect | • exhibits care resulting in a neat, attractive product  
   • applies all elements of art including line, shape, form, space, texture, value, and color appropriate to the object or presentation being created  
   • demonstrates mastery of the techniques of workmanship related to the medium  
   • applies techniques, skills, and methods without error | • attracts and engages viewers’ attention  
   • shows awareness of audience and purpose  
   • uses selected elements and ideas for maximum impact  
   • exhibits originality | |
| 3            | • conveys a message or purpose  
   • needs little verbal explanation  
   • includes elements which support the selected medium and purpose | • exhibits an interesting arrangement of ideas, elements of art and/or principles of design  
   • communicates the message or purpose  
   • links interrelated elements and ideas providing a clear effect which enhances the overall message or purpose | • exhibits care with some lapses  
   • applies most elements of art including line, shape, form, space, texture, value, and color appropriate to the object or presentation being created  
   • demonstrates adequate knowledge of applied techniques to the medium  
   • applies techniques, skills, and methods with minor errors that do not deter from the overall purpose | • attracts and engages most viewers’ attention  
   • shows some awareness of audience and purpose  
   • uses selected elements and ideas for impact  
   • exhibits some originality | |
| 2            | • conveys an unfocused message or purpose  
   • needs some verbal explanation  
   • includes some elements which support the selected medium and purpose | • exhibits an unclear arrangement of ideas, elements of art and/or principles of design  
   • communicates the message or purpose somewhat  
   • links interrelated elements and ideas inconsistently which diverts from the overall message or purpose | • exhibits little or no care  
   • applies some elements of art including line, shape, form, space, texture, value, and color appropriate to the object or presentation being created  
   • demonstrates minimal knowledge of the techniques appropriate to the medium  
   • applies techniques, skills, and methods with major errors which deter from the message or purpose | • engages some viewers’ attention  
   • shows little awareness of audience and purpose  
   • uses few selected elements and ideas for impact  
   • exhibits little originality | |
| 1            | • conveys little or no message or purpose  
   • needs verbal explanation  
   • includes little or no elements which support the selected medium and purpose | • exhibits a disorganized arrangement of ideas, elements of art and/or principles of design  
   • communicates the message or purpose rarely if at all  
   • links improperly elements and ideas which convey a misinterpretation of the intended overall message or purpose | • exhibits no care  
   • applies few, if any, elements of art including line, shape, form, space, texture, value, and color appropriate to the object or presentation being created  
   • demonstrates little or no knowledge of the techniques appropriate to the medium  
   • applies techniques, skills, and methods with frequent errors which deter greatly from the message or purpose | • engages few, if any, viewers’ attention  
   • shows no awareness of audience and purpose  
   • uses selected elements and ideas improperly  
   • exhibits no originality | |

*Use the language of the standard.