

HCAA JURY COMMITTEE RUBRIC

RATINGS	5 ADVANCED	4 EXCELLENT	3 MODERATE	2 LOW	1 NEEDS ATTENTION	TOTAL
CRITERIA	Exemplary, Excellent, Professional, Consistent, Meets Standards (yes)	Very Good, Above Average, Acceptable, Almost Meets Standards, Consistent (yes)	Good, Average, Has Potential, Inconsistent (close)	Needs Improvement, Gaps in Understanding, Novice, Inconsistent (No)	(No)	
1. Design/ Composition	Applies design principles, (i.e. unity, contrast, balance, movement, rhythm, emphasis) and center of interest with skill and mastery	Applies design principles with fair skill	Applies design principles, but the overall results are not evident	Applied design principles are not at all evident. Ideas are expressed with no unity in composition.	Art exhibits lack of planning in the design and composition.	
2.Craftsmanship and Technique	Artist demonstrates knowledge and mastery of medium used. Shapes, pattern, shading, texture, etc were used to add interest.	Artist shows respect for medium, and includes more than one art principle to enhance idea being expressed.	Artist shows some attention to average craftsmanship, but not as good as it could be. Misunderstandings are evident.	Artist shows poor craftsmanship, some lack of understanding of medium, and/or concept.	The work exhibits critical errors in the use of materials and skills specific to the task.	
3. Color	Color choice and application enhances the idea being expressed. Advanced color theory is demonstrated. The use of color is attractive and appealing.	Artwork exhibits good color choice. Color is effective in expressing the idea.	Color choice and application shows some knowledge of color theory and relationships.	Ideas could've been expressed with better color choices and better application.	Colors choices do not represent the idea and application is poorly done.	
4.Creativity	There is a unique and personal style to the work. The work doesn't conflict with or mimic work of established members of the HCAA. Ideas are unique, and/or execution is creative and unique.	Artwork exhibits several unique ideas and/or exploration of multiple ideas or concepts. Continued learning and expanding upon art practice is evident from body of work.	Artwork includes unique ideas, but would suggest more work in this area to differentiate their work from others and create their own unique style.	Artwork includes an idea, but lacks exploration.	Artwork shows no evidence of creativity or originality.	
5. Professionalism	Arist has established a website and/ or social media presence. Artist has been juried into or belongs to other professional art organizations. Artist has had work juried into professional fine art exhibitions and/or has won awards for their work. Artist has gallery representation. Artist has been juried into fine art fairs. Artist's work is recognized by their peers.	Artist is skilled in fine art, shows promise, yet just is still emerging. Artist shows an eagerness to learn and build upon their current standing in the local or broader fine art community.	Artist is clearly skilled but is comfortable with their work as a hobby. Shows no interest in marketing their work.	Artist is still learning their craft and is not ready to market or display work.	Artist does not show aptitude for fine art or marketing.	
6.Originality	Artwork is originally conceived: artist's own reference, drawing, and concept. Must be executed by hand (with the exception of photography). Artist is transparent about process and medium used to create work. No direct copies of stock images, historic photos, or of any reference to which artist doesn't own copyright or have written permission of photographer will be permissible.				Artwork is suspect to violating originality requirements.	
					TOTAL	