**E-Zine Article Rubric**

Visual Arts Department Beacon Charter High School for the Arts

Jason Robert LeClair 2013/2014

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|  | **Proficient w/Distinction 25 – 20** | **Proficient**  **19 – 16** | **Partially Proficient**  **15– 10** | **Substantially Below Proficient – 9-0** |
| **Process – Interview Relation** | * Student Artist spent much time and effort in sketching the composition and choosing appropriate media and subject matter to relate well with the article based on the interview. | * + Student Artist spent some time sketching the composition and choosing appropriate media and subject matter to relate well with the article based on the interview. | * Student Artist spent minimal time sketching the composition and choosing appropriate media and subject matter to relate well with the article based on the interview. | * Student Artist spent little to no time sketching the composition and choosing appropriate media and subject matter to relate well with the article based on the interview. It is evident no care was spent in preparation for final artwork. |
| **Composition** | * Student Artist used the prior knowledge of compositional technique to create a truly unique and interesting visual flow in his/her artwork. | * Student Artist used some of the prior knowledge of compositional technique to create an interesting visual flow in his/her artwork. | Student Artist used minimal prior knowledge of compositional technique to create a visual flow in his/her artwork. | Student Artist used little to no prior knowledge of compositional causing a lack of visual flow in his/her artwork. |
| **Page Layout** | * Student Artist applied foreknowledge of color theory, form, shape, and composition. The work reflects this in that the composition of the page is not only laid out properly in form, but also in movement of color, font, and text. | * Student Artist used some foreknowledge of color theory, form, shape, and composition. The work reflects this in that the composition of the page is somewhat laid out properly in form, movement of color, font, and text. | * Student Artist used minimal foreknowledge of color theory, form, shape, and composition. The work reflects this in that the composition of the page is not laid out properly in form, or in movement of color, font, and text. | * Student Artist used no foreknowledge of color theory, form, shape, and composition. The work reflects this in that the composition of the page has little to no form, movement, color, or inappropriate font, and text choices. |
| **Experimentation – Attempting New Skills** | * Student Artist attempted to challenge themselves with unfamiliar tools and media while completing the work. This is evident in the use of media, surface, and technique that truly reflects artistic vision beyond mere technical knowledge. The student artist has gone “outside his/her box.” | Student Artist attempted to use unfamiliar tools and media while completing the work. This is evident in the use of media, surface, and technique that truly reflects artistic vision beyond mere technical knowledge. | Student Artist attempted to use few unfamiliar tools and media while completing the work. This is evident in the lack of artistic vision beyond mere technical knowledge. | * Student Artist did not make an attempt to work outside of technical knowledge he/she already possessed. |

**\_\_\_\_\_\_\_\_\_\_\_\_ /100 TotalStudent Learning Objective:**

Assess the student artist’s ability to interpret text into a work of art and incorporate that text into a visually pleasing graphic layout.

**Applicable Standards:**

* Learn materials use and management

VAD 1 (9-12) – 1 b. generating, applying, revising, and evaluating strategies and techniques to address artistic problems

* Develop understanding of stylistic experimentation

VAD3 (9-12) –1 Students demonstrate the ability to communicate in the language of Visual Art and Design b. creating a unique solution for a visual art or design problem

* Reinforce critiquing skills

VAD 1 (9-12) – 2 b. demonstrating knowledge of vocabulary of media, techniques, and processes

VAD4 (9-12) –1 Students reflect upon, analyze and evaluate the work of self and other e. contributing in individual or group discussions about work in which the student gives and receives constructive criticism

* Reflect upon one’s own work using prior knowledge and knowledge gained from the lesson and critique

VAD4 (9-12) Ext –1 Students reflect upon, analyze and evaluate the work of self and others f. presenting an evaluation of one’s own work for creativity, quality of craftsmanship, effective use of visual arts and design concepts, and choice of subject matter based on the research and analysis of exemplar works of art or design