

**Digital Illustration and Design
Character Rubric**

Name _____

	5 Exceptional	4 Good	3 Satisfactory	2 Minimal	1 Unacceptable	Total
Creativity	Original Vision/ Good Artist Voice. Effective pursuit of an idea and the work is original	Engagement with a good idea or visual theme. Competent level of Artistic Voice.	Good level of Artistic Voice. Some idea(s) cliché or derivative.	Little investigation. Week investment in any idea. Low level of Artistic Voice/ Cliché, plagiarized or derivative.	Little or no Artistic Voice is discernible/Clic hé, plagiarized or derivative.	X4=20
Time, effort, precision	Time and effort was used to be extremely detailed and precise with Photoshop	Time and effort was used to be detailed and precise with Photoshop	Some time and effort was used to create a detailed, precise project, more was needed	Little to no effort or time was put into being precise or detailed.	No effort or time was put into be detailed and precise	X4=20
Composition	Strong Composition. Meaningful use of Art Elements and Design Principles. Beginning Integration of concept and drawing skills.	Competent Composition. Competent use of Art Elements and Design Principles. Evidence of thought in the artwork.	Basic Composition, Art Elements and Design Principles. Drawing technique and skills need more practice for improvement..	Ineffective/ awkward Composition, Art Elements and Design Principles.	No Thought was given to composition and /or the elements and principles of art.	X4=20
Photoshop Use of Tools	Beginning Mastery of technique/ tools Photoshop. Informed risk- taking/ experimentation in the creation of a successful artwork.	Competent use of techniques/ tools Photoshop. Regular risk- taking/ experimentation in the creation of a successful artwork.	Use of techniques/ tool skills need more practice for improvement. Limited risk- taking/ experimentation	Some growth is evident, but consistently weak use of techniques/ tool skills is demonstrated.	Little use of Tools/Techniq ues in Photoshop to draw or enhance artwork in Photoshop	X4=20
Craftsmanship	Overall craftsmanship is extremely, neat and professional.	Craftsmanship is neat and professional	Craftsmanship is mediocre, more could have been present	Craftsmanship is lacking and the final product is suffering because of it.	No craftsmanship is present, final product is extremely unprofessional.	X4=20
	A= 90-100	B= 80-89	C= 70-79	D= 60-69	Total	/100

Comments

Check List: Video Game Design Project

Project 1- Main Character Design (Full Color) **Due Feb. 17th**

- Thumbnail sketches **Due Feb. 7th**
- 3 Character poses (minimum)
- 2 Facial expressions (minimum)
- 1 Finished full color drawing

Project 2 - Story/Environment Design **Due March 6th**

- Character back story Due **Feb 21st**
- Environment rough sketches Due **Feb 24st**

Project 3- Design of other characters **Due April 7th**

- Auxiliary Characters rough sketches **Due March 10th**

Project 4- Layout Due **April 10th**

- All characters and their poses/ facial expressions on final environment design

