

clever  
refreshing  
unique  
strong personal voice and direction

originality and innovative thinking  
evidence of thinking  
activation of space  
confidence, verve, and sophistication  
excellent technique

## 3D DESIGN BREADTH RUBRIC

### EXCELLENT

6

- Work shows an informed investigation of a range of 3D design principles.
- Work demonstrates original vision and a variety of innovative ideas and/or risk taking
- Work shows an excellent application of 3D design principles
- The work clearly demonstrates a broad range of intentions or purposes in the activation of physical space
- The work as a whole is confident and evocative; it engages the viewer
- Technical competence is excellent; Materials and media are used effectively
- Any appropriation is clearly transformed and the student voice is prominent.

### STRONG

5

- Work shows thoughtful investigation of a broad range of 3D design problems.
- Work clearly demonstrates a range of original and innovative ideas
- Work shows a strong application of 3D design principles
- Work demonstrates a variety of intentions or purposes in the activation of physical space
- Most of the work engages the viewer with expressive and evocative qualities; the work suggests confidence
- Materials and media are used well to express ideas, and expertise with some skills is evident
- Any appropriation of the work of other artists shows a strong sense of the student voice.

### GOOD

4

- Work shows clear investigation of a broad range of 3D design problems.
- The work demonstrates some originality, some innovative thinking
- Work shows a good application of 3D design principles
- The work shows a variety of intentions and purposes in the activation of physical space, but may not be clearly articulated.
- Some of the work has some discernable evocative or engaging qualities; confidence may not always be evident.
- Technical skill is competent; technical aspects and articulation of idea may not always work together.
- With apparent appropriation of sources or other artists, the student voice is discernable.

### MODERATE

3

- Work shows superficial investigation of a broad range of 3D design problems.
- Some original ideas seem to be emerging or attempt at innovation is evident
- Work shows a superficial application of 3D design principles
- The work shows a limited range of intentions or purposes in the activation of physical space
- The work is beginning to emerge in terms of potentially engaging qualities.
- Emerging technical competence, some knowledgeable use of materials, rudimentary skills.
- If sources from other artists have been used, student voice or individual transformation is minimal.

### WEAK

2

- Work shows very little evidence of an investigation of a range of 3D design problems
- Ideas in the work are unoriginal or rely mostly on appropriation
- Work shows a weak application of 3D design principles
- The work does not clearly show a range of intentions or purpose in the activation of physical space.
- There is little about the work that engages the viewer; the work lacks confidence.
- Generally awkward; clumsy use of materials and media and minimal skills.
- Appears to be a direct fabrication and is of average skill. No discernible student voice.

### POOR

1

- Work shows negligible investigation of a range of 3D design problems.
- There is little original or imaginative ideation in the work; trite, simplistic, or appropriated solutions.
- Work shows very little or no useful application of 3D design principles.
- The work is repetitive in regard to intentions or purposes in the activation of physical space.
- The work does not engage the viewer; there is no confidence evident in the work.
- No technical competence
- The work is a copy; no student voice evident.