

Student # _____

Judge # _____

Fairfield Jr. High School - Media Fair
Digital Art Scoring Rubric

	Judging Criteria	Critique & Score
Content 20%	Purpose of the product is clear and evident. Major emphasis on graphics. Information is clear and appropriate.	
Creativity & Originality 40%	All elements (color, white space, graphics and their placement) contribute rather than detract from the presentation's overall effectiveness. Evidence of original graphic manipulation. Elements include original student work. Evidence of new thought.	
Design 40%	Utilizes the Elements and Principals of Art/Design to produce an effective piece. The piece effectively uses the Elements of Art/Design, which include Color, Tone, Texture, Shape, Volume or Form, Space, and Line. It also effectively follows the Principals of Art/Design, which include Contrast, Emphasis, Balance, Unity, Movement and Rhythm.	
