

**From Lynn Schwarzer at Colgate University**

**What the studio faculty at Colgate use as a template:**

**Studio art rubric**

**1 (lowest) to 5 (highest)**

Ability to articulate ideas effectively	1	2	3	4	5	N/A
Ability to understand assignment, and develop initial ideas	1	2	3	4	5	N/A
Evidence of understanding and utilizing formal visual elements	1	2	3	4	5	N/A
Evidence of a well developed and coherent concept	1	2	3	4	5	N/A
Evidence of independent/dedicated thinking and creative problem solving throughout the project	1	2	3	4	5	N/A
Evidence of fully resolved work; producing well crafted work with integrity	1	2	3	4	5	N/A
Evidence of technical proficiency in the medium/mastery of materials and techniques	1	2	3	4	5	N/A
Knowledge and implementation of critical/theoretical frameworks	1	2	3	4	5	N/A
Knowledge of relevant artists and artworks	1	2	3	4	5	N/A

BELOW is the rubric from the high school video project that was designed by teaching artists (with NYS standards in mind) and myself – it may have some useful nuggets that could be upgraded to work at the college level.

## **Film Rubric for 9th Grade Travelogues**

Fully Developed well rounded Character.

Form and Content are well matched.

4 Narrative thread can be easily followed although it need not be linear in format.

Effectively utilize various aspects of medium including:

- Visual Language – composition of elements in the frame/shot/image, use of color pallet
- Function of Audio -- narration, dialog, music, ambient sound
- Function of time: transitions/editing, overall structure

Creative Development (constructive experimentation) highly evident.

Care in craftsmanship highly evident.

Character developed, viewer may have difficulty-understanding character's motives intention etc.  
Form and content are related most of the time  
Narrative thread can be  
throughout the project.

- 3  
followed for most of the piece; some aspects may be confusing to the viewer.  
Uses Many aspects available within the medium.  
Might not fully consider relationships of sound, image and duration of work.

Might not take advantage of some tools that would add to the piece.

Creative thinking (constructive experimentation) process evident.  
Care in craftsmanship evident.

A Character is defined. Form and content do not match for much of the project.  
Narrative thread appears in the film, but may not be fully developed or difficult for the viewer to  
follow.

- 2  
Uses several aspects of medium, without considering the relationships of sound, image, and duration  
of work.

Creative thinking (constructive experimentation) minimally evident.  
Care in craftsmanship minimally evident.

Character has not been developed.  
Form and Content are not related.

- 1  
Narrative thread is not present making the travelogue difficult to follow.

Very few elements of the medium are used and there are clear gaps where techniques or elements  
would have been beneficial to the piece.

Creative thinking (constructive experimentation) is not evident.  
Care in craftsmanship is not evident.