

# HS DIGITAL COMMUNICATION ARTS PORTFOLIO RUBRIC

**Make sure all sections, categories and works are clearly labeled in your digital (flash drive and/or website) or analog (physical) portfolio!**

***If any of the above are not labeled and/or unclear it is an automatic 0 for the category. Plagiarism will result in a 0 on the entire portfolio. All works should be completed by the assesse and only the assesse for acceptance into Cab Calloway School of the Arts.***

There are 3 main sections of the portfolio that you will turn in to the assessors on the date of assessment:

- The artist statement, two finely polished pieces showing what you are proud of, and three different samples of work.
- Please read this rubric thoroughly to ensure you have completed everything required in the portfolio.

## ARTIST STATEMENT SECTION

Performance Indicators- Did you...

- Answer all the following questions?
  - Why did you choose this major?
  - What is the intent and/or purpose of the artwork you included in this portfolio?
  - Why does this major at Cab appeal to you and/or your artwork?
  - What are your career goals after high school?
- Show that you have an understanding of the direction of your artwork?
- Use language effectively to convey your message (spelling, grammar, capitalization, punctuation, etc.)?
- Make the artist statement prominent in your portfolio?
- Use an essay-type narrative format (as opposed to a list of answers) to convey your message?
- Use concise language to keep the statement one page or less while still conveying your message?

Required Elements	Effective 2pts	Adequate 1.5pts	Approaching 1pt	Below Standard 0.5pts	Missing 0pts
<b>Questions Answered</b>  <i>In addition to listed rubric, 0.5pts will be deducted for every question not noticeably answered.</i>	The statement effectively and fully addresses all of the questions in an essay-type narrative format.	The statement adequately addresses the questions in an essay-type narrative format.	The statement adequately addresses the questions but does not use an essay-type narrative format.	The statement weakly addresses the questions and does not use an essay-type narrative format.	The statement does not address any of the questions.
<b>Direction of Artwork</b>	The statement effectively conveys the artist's clear understanding of the direction of their artwork.	The statement adequately conveys the artist's clear understanding of the direction of their artwork.	The statement weakly conveys the artist's understanding of the direction of their artwork.	The statement does not convey the artist's understanding of the direction of their artwork, but an attempt was made.	No attempt is made to convey the artist's understanding of the direction of their artwork.
<b>Use of Language/ Mechanics</b>	The statement contains an effective use of language to convey the message and everything is grammatically correct and spelled correctly.	The statement contains an adequate use of language and/or there are mild spelling or grammatical errors that do not necessarily hinder the readability of the piece.	The statement contains spelling or grammatical errors that hinder the flow or readability of the piece.	The statement contains a weak use of language and/or there are spelling or grammatical errors that significantly hinder the flow or readability of the piece.	The statement is difficult to follow and contains spelling or grammatical errors that render the statement unreadable.
<b>Prominence/ Length</b>	The statement was noticeably prominent in the portfolio and was no longer than 1 page.	The statement was prominent in the portfolio and was no longer than 2 pages.	The statement was prominent in the portfolio and was longer than 2 pages.	The artist statement was not prominent in the portfolio, making it hard to find.	The artist statement was missing or very difficult to find.

# FINELY POLISHED PIECES SECTION

You should be proud of all of the works in this section. This section is weighted heavily due to this expectation.

**Please include and clearly label (with section and category) 2 of the following categories in your portfolio.**

Required Elements	Effective 2.5pts	Adequate 2pts	Approaching 1pt	Below Standard 0.5pts	Missing 0pts
<b>6 Photographs</b> <i>Different areas of study include, but are not limited to, still life, portrait, abstract, landscape, perspective, street photography, etc.                      Please document the following camera settings: type of Camera, ISO, shutter speed, and aperture. If submitting a digital portfolio, have the images saved as JPGs.</i>					
<b>The Photos</b>  <i>In addition to listed rubric, 0.5pts will be deducted for every photograph not present, labeled, or submitted correctly.</i>	All of the photographs display various areas of study. Every photograph was appropriately exposed and aesthetically pleasing.	Most photographs display various areas of study and/or are appropriately exposed and aesthetically pleasing.	Some photographs display various areas of study and/or are some photos are not exposed properly and/or aesthetically pleasing.	Photographs do not show variety in areas of study and/or are many photos are not exposed properly and/or aesthetically pleasing.	Photographs are not present or submitted correctly, and/or the photographs severely lack proper exposure or aesthetics.
<b>Documentation of the Creative Process and Settings</b>  <i>In addition to listed rubric, 0.5pts will be deducted for every description not present or labeled.</i>	There is a description for each photo that effectively and concisely conveys how and why you composed each photo. Camera settings are properly documented for every photo.	The descriptions adequately convey how and why you composed each photo and/or camera settings are properly documented for most photos.	The descriptions weakly convey how and why you composed each photo and/or camera settings are properly documented for some photos.	The documentation was missing either the camera settings or the descriptions of the creative process.	Documentation was not provided.
<b>1 Composite Photo</b> <i>A composite photo is a piece of art made of multiple images (at least 3) blended together to form a new coherent photo. Please include a description of what you did, as well as include the original images used to create the composite photo. If submitting a digital portfolio, have all the images (final and originals) saved as JPGs.</i>					
<b>The Photo</b>  <i>Usually this piece is completed in Adobe Photoshop or Gimp (or any raster editing program).</i>	The composite photo effectively blends at least 3 different images together into a coherent and aesthetically pleasing composition.	The composite photo adequately blends at least 3 different images together into a coherent and aesthetically pleasing composition.	The composite photo adequately blends at least 2 different images together into a coherent and fairly aesthetically pleasing composition.	The artist did not blend the images into a coherent and aesthetically pleasing composition.	The composite photo is not present or submitted correctly, or the work did not use at least 2 images.
<b>Documentation of the Creative Process and Submission</b>	There is a description that effectively and concisely conveys how and why the photos were blended into the new composition. All original and unedited photos were included separately.	There is a description that adequately conveys how and why the photos were blended into the new composition and/or most original photos were included.	There is a description that weakly conveys how and why the photos were blended into the new composition and/or some original photos were included.	The documentation was missing either the original photos or the descriptions of the creative process.	Documentation was not provided or unintelligible.
<b>2 Pieces of Graphic Design</b> <i>Graphic design usually has images, vector graphics, and/or text placed together for use in print or web publishing. Graphic design typically has a distinct, usually practical, purpose. Please explain the purpose of your pieces in the documentation. If submitting a digital portfolio, have both of the designs saved as PDFs or JPGs.                      The principles of design are balance, emphasis, movement, pattern, repetition, proportion, rhythm, and unity.                      The elements of design are line, shape, form, color, texture, space, and value.</i>					
<b>The Designs</b>	Both designs effectively display an impressive understanding of the elements and principles of design and are aesthetically pleasing with a general understanding of placing visual elements with. The purpose of the designs are clear.	Both designs adequately display an understanding of the elements and principles of design and/or are fairly aesthetically pleasing. The purpose of the designs are clear.	Only one design was properly submitted, and it displays an impressive understanding of the elements and principles of design.  OR Two designs were properly submitted but display a weak understanding of the elements and principles of design.	Only one design was properly submitted, and it displays an adequate understanding of the elements and principles of design. The purpose of the designs aren't clear.  OR Two designs were properly submitted but display little to no understanding of the elements and principles of design. The purpose of the designs aren't clear.	Both designs were not present or submitted correctly.  OR Both designs were completely illogical, or severely unreadable.

<b>Documentation of the Creative Process</b>	There is a description for each design that effectively and concisely conveys the purpose for the design and how it was created.	There is a description for each design that adequately conveys the purpose for the design and how it was created.	There is a description for one design that effectively conveys the purpose for the design and how it was created. OR There is a description for both designs that weakly conveys the purpose for the design and how it was created.	There is a description for one design that adequately conveys the purpose for the design and how it was created. OR There is a description for both designs that lacks the purpose for the design and/or how it was created.	Documentation was not provided, unintelligible, or severely lacked the required elements of the description.
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### 1 Website

*"Understanding of HTML and CSS" means that it clearly had the bare essentials of what a website is composed of. For example, it contains the following structure:*

*<html> <head> </head> <body></body></html> represented in the page's code.*

*Additional functionality, such as the use of JavaScript, may be implemented but must be completely written from scratch.*

*Submission of a website can be done through a link to where it is hosted online, or by submitting the root folder.*

*Use of a template builder, such as Wix, Weebly, Squarespace, or any other template website, will result in a 0 for this section.*

<b>The Website</b>	The website conveys a clear understanding of HTML and CSS and uses the languages effectively to create an aesthetically pleasing and functional website.	The website conveys an adequately understanding of HTML and CSS and/or uses the languages adequately to create a fairly aesthetically pleasing and functional website.	The website conveys a basic understanding of HTML and CSS and/or uses the languages to create a functional, yet not aesthetically pleasing, website.	The website conveys a weak or very basic understanding of HTML and CSS and/or uses the languages to create a website that's limited in functionality and/or, aesthetics.	The website is not present, broken upon submission, or does not show any understanding of HTML or CSS.
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<b>Documentation of the Creative Process</b>	The description effectively and concisely conveys the purpose for the website and how it was created.	The description adequately conveys the purpose for the website and how it was created.	The description weakly conveys the purpose for the website and how it was created.	The description does not include either the purpose for the website or how it was created.	Documentation was not provided or unintelligible.
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### 1 3D-Printed or Digitally Sculpted Object

*The object should be created digitally and submitted as an STL file or a physical 3D-printed object.*

<b>The Object</b>	The object was created digitally and submitted properly. It is a piece of <i>art</i> or a functional, utilitarian object that is very aesthetically pleasing and/or has a clear real-world practical purpose.	The object was created digitally and submitted properly. It is a piece of <i>art</i> or a functional, utilitarian object that is fairly aesthetically pleasing and/or has a real-world practical purpose.	The object was created digitally and submitted properly. It is a piece of <i>art</i> or a functional, utilitarian object that is weakly aesthetically pleasing and/or is unclear in its real-world practical purpose.	The object was created digitally and submitted properly. It is a piece of <i>art</i> or a functional, utilitarian object that is not aesthetically pleasing and/or has no real-world practical purpose.	The object was not created digitally, submitted properly, or viewable.
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<b>Documentation of the Creative Process</b>	The description effectively and concisely conveys the purpose for the website and how it was created.	The description adequately conveys the purpose for the object and how it was created.	The description weakly conveys the purpose for the object and how it was created.	The description does not include either the purpose for the object or how it was created.	Documentation was not provided or unintelligible.
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### 1 to 3 minute Edited Narrative Short Film or Animation

*Should be exported as a standalone video instead of a project file.*

*Accepted formats include: .mov, .mp4, .avi. Burning to a DVD is accepted without penalty, but please use it as a last resort.*

<b>The Video</b>	The video effectively uses post-production editing with 10 or more cuts and/or transitions. The narrative and theme are clear, and the story can be clearly followed. There is clear sound that makes sense with the video.	The video adequately uses post-production editing with 5 or more cuts and/or transitions, the narrative and theme are mostly clear, the story can be followed, and/or there is sound that makes sense with the video.	The video weakly uses post-production editing with 5 or more cuts and/or transitions, the narrative and theme are mostly clear, the story can be followed, and/or there is sound that makes sense with the video.	The video weakly uses post-production editing with 2 or more cuts and/or transitions, the narrative and theme are hard to distinguish, the story is hard to follow, and/or there is not sound that makes sense with the video.	The video uses one or fewer cuts/transitions, there is no narrative or theme, the video does not make sense, the video is not in the accepted formats, or is completely illogical.
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<b>Documentation of the Creative Process</b>	The description effectively and concisely conveys the brief synopsis of the film/animation and how it was created.	The description adequately conveys the brief synopsis of the film/animation and how it was created.	The description weakly conveys the brief synopsis of the film/animation and how it was created.	The description does not include either the purpose for the object or how it was created.	Documentation was not provided or unintelligible.
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## 1 2-4 Page Screenplay

*The screenplay can be a work of fiction or non-fiction and should be between 2-4 pages, double spaced, written in 12pt Courier New font (or another monospaced equivalent font). It may be also be written in 12pt Arial or Helvetica. It should be free of spelling or grammatical errors. The elements of a story include an introduction, characters, setting, conflict/problem, and resolution.*

<b>Content</b>	The screenplay effectively and creatively uses elements of a story to create a standalone narrative.	The screenplay adequately and fairly creatively uses elements of a story to create a standalone narrative.	The screenplay weakly uses elements of a story to create a standalone narrative.	The screenplay does not use elements of a story to create a standalone narrative and/or the story is not creative or original (nonfictional stories have some obvious leniency).	The screenplay is missing, very unoriginal, not creative, not in the format of a screenplay, and/or lacks most/all elements of a story.
<b>Mechanics/ Length</b>	The screenplay is in 12pt Courier New (or another monospaced font), Arial, or Helvetica font and double spaced. It is between 2-4 pages, uses language effectively to convey the story, and is free from spelling or grammatical errors.	The screenplay is in 12pt Courier New (or another monospaced font), Arial, or Helvetica font and double spaced. It is between 2-4 pages, uses language adequately to convey the story, and/or has some mild spelling or grammatical errors that do not necessarily hinder the readability of the piece.	The screenplay is between 1-5 pages. <i>AND/OR</i> The screenplay uses language weakly to convey the story. <i>AND/OR</i> The screenplay has some spelling or grammatical errors that hinder the readability of the piece.	The screenplay is not in 12pt Courier New (or another monospaced font), Arial, or Helvetica, or double spaced. <i>AND/OR</i> The screenplay is longer than 5 pages <i>AND/OR</i> The screenplay has major spelling or grammatical errors that significantly hinder the readability of the piece.	The screenplay is missing, illegible, unreadable, and/or severely lacks control in its use of language to convey the story.

## SAMPLES OF WORK SECTION

This section of the portfolio should be a demonstration of some of the other work that you can do. Since “communication arts” is so vast and diverse, these don’t have to be your concentration pieces, or areas of communication arts that you particularly excel at, just a collection of work that you enjoyed working on.  
**Please include and clearly label (with section and category) 3 of the following categories** in your portfolio.

Required Elements	Effective 1pt	Adequate 0.75pts	Approaching 0.5pts	Below Standard 0.25pts	Missing 0pts
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### 3 Photographs

*Take images of different subject matters with a camera of your choosing. Use different composition rules (such as perspective, rule of thirds, etc.) to guide the photos. Please document the following camera settings: type of Camera, ISO, shutter speed, and aperture. If submitting a digital portfolio, have the images saved as JPGs.*

<b>The Photos</b>  <i>In addition to listed rubric, 0.25pts will be deducted for every photo not present or labeled.</i>	All of the photographs are well composed, are varied in subject matter, and effectively display an understanding of basic composition rules.	Some of the photographs are fairly well composed, mostly varied in subject matter and/or adequately display an understanding of basic composition rules.	Some of the photographs are weakly composed, slightly varied in subject matter and/or weakly display an understanding of basic composition rules.	Some of the photographs are not well composed, not varied in subject matter and/or do not display an understanding of basic composition rules.	The photographs are not present or submitted correctly, very difficult to view, or severely lack aesthetics or composition.
<b>Documentation of the Creative Process</b>	There is a description for each photo that effectively and concisely conveys how and why you composed each photo. Camera settings are properly documented for every photo.	The descriptions adequately convey how and why you composed each photo and/or camera settings are properly documented for most photos.	The descriptions weakly convey how and why you composed each photo and/or camera settings are properly documented for some photos.	The documentation was missing either the camera settings or the descriptions of the creative process.	Documentation was not provided.

### 1 Heavily-Edited Photo

*A heavily-edited photo is just what it sounds like: a photo that has been significantly modified from its original state. You may use Adobe Photoshop, GIMP (free), or any other photo manipulation software available to edit the image, which you should take yourself. Please submit and label your original photo, as well as your final photo. If submitting a digital portfolio, have all the images (final and originals) saved as JPGs.*

<b>The Photo</b>	The photo effectively displays a strong understanding of photo manipulation and has	The photo adequately displays an understanding of photo manipulation and has	The photo weakly displays a strong understanding of photo manipulation and has	The photo weakly displays a strong understanding of photo manipulation and/or	The photo does not display an understanding of photo manipulation,
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	been modified in more than one way.	been modified in more than one way.	been modified in more than one way.	has only been modified in one way.	is missing, or has not been modified.
<b>Documentation of the Creative Process/ Submission</b>	There is a description that effectively conveys how and why the photo was edited the way it was. The original/unedited photo was submitted.	There is a description that adequately conveys how and why the photo was edited the way it was. The original/unedited photo was submitted.	There is a description that weakly conveys how and why the photo was edited the way it was. The original/unedited photo was submitted.	The documentation was missing either the original photo or the descriptions of the creative process.	Documentation was not provided or unintelligible.

## 2 Poems

*Each poem has a limit of 1 page (when typing in 12pt Arial or Helvetica font). Each poem should have some sort of cohesive theme or thought.*

<b>Content</b>	Both poems effectively use language and poetic elements to show clear themes and thoughts. The poems were artistic and original.	Both poems adequately use language and poetic elements to show themes and thoughts. The poems were fairly artistic and original.	Only one poem was submitted, and it effectively used language and poetic elements to show clear themes and thoughts. <i>AND/OR</i> Both poems weakly use language and poetic elements to show themes and thoughts.	Only one poem was submitted, and it adequately used language and poetic elements to show themes and thoughts. <i>AND/OR</i> Both poems show lack of control over language and poetic elements to show themes and thoughts.	No poems are present, intelligible, understandable, or visible. <i>AND/OR</i> Only one poem was submitted, and it weakly used language and poetic elements to show themes and thoughts. <i>AND/OR</i> Both poems show complete lack of control over language and poetic elements to show themes and thoughts.
<b>Mechanics</b>	The poems are in 12pt Arial or Helvetica font and are 1 page or less each. The poems are free from spelling or grammatical errors.	The poems are in 12pt Arial or Helvetica font and are 1 page or less each. They have some mild spelling or grammatical errors that do not necessarily hinder the readability of the pieces.	The poems are less than 1.5 pages each. <i>AND/OR</i> The poems have some spelling or grammatical errors that hinder the readability of the pieces.	The poems are not in 12pt Arial or Helvetica font. <i>AND/OR</i> The poems is longer than 1.5 pages. <i>AND/OR</i> The poems have major spelling or grammatical errors that significantly hinder the readability of the pieces.	The poems are missing, illegible, unreadable, are over 2.5 pages, and/or severely lacks control of spelling and grammar.

## 1 1 Page Short Story

*Please submit in 12pt Arial or Helvetica font. The story should be no longer than 1 page when using default line spacing. The elements of a story include an introduction, characters, setting, conflict/problem, and resolution.*

<b>Content</b>	The short story effectively and creatively uses elements of a story to create a standalone narrative.	The short story adequately and fairly creatively uses elements of a story to create a standalone narrative.	The short story weakly uses elements of a story to create a standalone narrative.	The short story does not use elements of a story to create a standalone narrative and/or the story is not creative or original.	The short story is missing, very unoriginal, not creative, and/or lacks all elements of a story.
<b>Mechanics</b>	The short story is in 12pt Arial or Helvetica font. It is 1 page or less, uses language effectively to convey the story, and is free from spelling or grammatical errors.	The short story is in 12pt Arial or Helvetica font. It is 2 pages or less, uses language adequately to convey the story, and/or has some mild spelling or grammatical errors that do not necessarily hinder the readability of the piece.	The short story is not 12pt Arial or Helvetica font, is 2 pages or less, uses language weakly to convey the story, and/or has some spelling or grammatical errors that hinder the readability of the piece.	The short story is not 12pt Arial or Helvetica font, is 3 pages or less, uses language very ineffectively to convey the story, and/or has major spelling or grammatical errors that significantly hinder the readability of the piece.	The short story is missing, illegible, unreadable, and/or severely lacks control in its use of language to convey the story.