

BFA Application Rubric**Outcome 1: Foundations Coursework**

In their portfolio, BFA applicants will demonstrate coursework examples that exhibit an understanding of the formal elements and principles of design. Furthermore, the work submitted will exhibit a commitment to a mastery of the techniques and media. Lastly, the works will show a commitment to both learning and the development of an individualized approach.

FOUNDATIONS COURSEWORK	EXEMPLARY (4)	PROFICIENT (3)	EMERGING (2)	UNSATISFACTORY (1)	Score
Comprehension	Artworks display strong evidence of vigorous and enthusiastic engagement in exploring the formal and conceptual parameters of the assignments.	The student appears to have explored the formal and conceptual boundaries of the projects and produced above average examples of the assignments.	The student has stayed well within the bounds of a typical assignment and exhibits average comprehension of the formal and conceptual goals.	The work falls far short of average comprehension or engagement with the assignments.	
Craftsmanship	Artworks exhibit a strong commitment to learning, the procurement of skills, and demonstrate technical and material excellence.	Artworks demonstrate functional, predictable, yet satisfactory use and manipulation of techniques and materials.	Artworks demonstrate basic use and manipulation of techniques and materials.	Artworks demonstrate little awareness or skill in the use and manipulation of techniques and materials.	
Creativity	The artworks display a mindful, inventive and original exploration of the formal, conceptual and material parameters of the assignment.	The artworks demonstrate individuality in their formal, conceptual and material solutions, but are otherwise conventional in approach.	The artworks demonstrate recycled solutions and are conventional in approach concerning form, content and materials.	The artworks do not demonstrate creativity and display a lack of engagement in the assignment.	
Total					

Outcome 2: Studio Focus Coursework

BFA applicants will demonstrate in their Studio Focus Coursework examples that exhibit a strong comprehension of the formal elements and principles of design. Furthermore, the work submitted will show a commitment to a mastery of the techniques and media used in the creation of the work. Lastly, the work will demonstrate a commitment to making personal, visual statements that exhibit creativity, problem solving, and cohesiveness of the design principles and concepts.

STUDIO FOCUS COURSEWORK	EXEMPLARY (4)	PROFICIENT (3)	EMERGING (2)	UNSATISFACTORY (1)	Score
Comprehension	Works demonstrate a sophisticated integration of design quality and aesthetics to generate a refined and unified visual experience that is original and invites contemplation.	Works demonstrate an integration of design quality and aesthetics to generate a successful but conventional visual experience.	Works lack integration of design quality and aesthetics, resulting in an elementary visual experience.	Works demonstrate that little or no consideration was given to design quality and aesthetics. Appears forced or rushed in a haphazard attempt to generate a visual experience.	
Craftsmanship	Work demonstrates a sophisticated comprehension and approach to all materials and processes, integrates materials and demonstrates mastery and successful experimentation with technical processes.	Work demonstrates satisfactory comprehension and a skilled approach to all materials and processes used in the selection of work.	Work demonstrates limited comprehension in the approach to materials and processes used in the selection of works.	Work demonstrates lack of comprehension and unsuccessful of materials and processes.	
Creativity	Body of work demonstrates exceptional originality and individuality in idea, manufacture, and refinement of the final image.	Body of work demonstrates individuality in solutions, but is otherwise conventional in approach.	Body of work demonstrates recycled solutions and is conventional in approach.	Body of work does not demonstrate unique solutions or individuality.	
Problem Solving	Work shows profound evidence of problem seeking, finding, and solving generated by intrinsic motivators and risk taking.	Work shows evidence of problem finding and solving generated by intrinsic motivators.	Work demonstrates passive problem solving generated by external motivators.	Work does not demonstrate problem solving or an attempt at a creative solution.	
Concept	Work communicates original ideas achieved through a synthesis of comprehensive knowledge gained by study, research, experimentation and experience.	Work communicates somewhat original ideas gained through adequate synthesis of comprehensive knowledge.	Work demonstrates average ideas that lacks synthesis through inadequate research.	Work lacks original ideas, synthesis, research or exploration.	
Total					

Outcome 3: Portfolio and Statement of Intent

BFA applicants will demonstrate a professionalism and aesthetic concern for the photographic documentation of the individual works, the BFA Application Portfolio in particular, and their Digication Portfolio as a whole. The statement of intent is grammatically correct, coherent, and clearly expresses the student's intentions professionally and creatively.

PORTFOLIO AND STATEMENT OF INTENT	EXEMPLARY (4)	PROFICIENT (3)	EMERGING (2)	UNSATISFACTORY (1)	Score
BFA Application Portfolio	BFA portfolio is aesthetically pleasing and creative in its layout and arrangement. Works are professionally documented, display a correct title format, and are organized in an engaging manner.	BFA Portfolio is efficient in its layout and arrangement. Works are adequately documented, have some identifying information, and display a clear organization.	BFA Portfolio is organized in a basic fashion and lacks creativity or forethought. Reproductions of the work are not sufficient in expressing the source image and have little or no identifying information.	BFA Portfolio is disorganized and unprofessional. Reproductions are of a poor quality and lack identifying information.	
Digication Portfolio	Digication portfolio is aesthetically pleasing and creative in its layout and arrangement. The site is engaging, easy to navigate, and professional in all aspects.	Digication portfolio is efficient in its layout and arrangement. The site is easy to navigate, and all content is adequately organized.	Digication portfolio demonstrates a basic level of organization, but is somewhat cumbersome for the viewer to navigate.	Digication portfolio is disorganized. The layout demonstrates no evidence of forethought regarding the ability of a viewer to easily navigate the content.	
Statement of Intent	The statement of intent is engaging and excellent in its organization, grammar and clarity of thought. The student's goals for future studies and career aspirations are thoughtfully expressed.	The statement clearly expresses the student's intention for pursuing the BFA and is written in a concise, efficient manner. Very few grammatical problems are present.	The statement is basic and somewhat unclear regarding the student's intentions. It is poorly written and/or organized.	The statement is vague and/or leaves many questions regarding the student's purpose in pursuing the BFA degree.	
Total					