


**Commercial Art & Advertising Design**  
**ART Standard 300 Drawing & Illustration Rubric**

CRITERIA 7 QUALITY PRINCIPLES	Exemplary (3 points)	Competent (2 points)	Basic (1 point)	Below Standards (0 points)
<b>LINE</b>	<ol style="list-style-type: none"> <li>1. Style of lines is appropriate to the subject.</li> <li>2. Lines vary thick to thin.</li> <li>3. Lines are straight or curvy as needed.</li> </ol>	Only 2 of the 3 criteria were met.	Only one criteria was met.	No criteria were met.
<b>SHAPE AND FORM</b>	<ol style="list-style-type: none"> <li>1. Object drawn has a 3-D quality.</li> <li>2. Parts of the object are proportional.</li> <li>3. Object has both positive and negative space.</li> </ol>	Only 2 of the 3 criteria were met.	Only one criteria was met.	No criteria were met.
<b>VALUE</b>	<ol style="list-style-type: none"> <li>1. Illustration uses both light and dark values.</li> <li>2. Value creates the impression of space.</li> <li>3. Values emphasize the figure.</li> </ol>	Only 2 of the 3 criteria were met.	Only one criteria was met.	No criteria were met.
<b>TEXTURE</b>	<ol style="list-style-type: none"> <li>1. Figure has a visual texture.</li> <li>2. Texture is appropriate.</li> <li>3. Texture is NOT used when appropriate.</li> </ol>	Only 2 of the 3 criteria were met.	Only one criteria was met.	No criteria were met.
<b>SPACE</b>	<ol style="list-style-type: none"> <li>1. Shows an understanding of perspective.</li> <li>2. Objects overlap to create a sense of depth.</li> <li>3. Illustration shows a visual POV.</li> </ol>	Only 2 of the 3 criteria were met.	Only one criteria was met.	No criteria were met.
<b>NEAT AND CLEAN</b>	<ol style="list-style-type: none"> <li>1. Unwanted marks are erased or hidden.</li> <li>2. Ripped or torn edges are cut off straight.</li> <li>3. Legibly signed on front or back.</li> </ol>	Only 2 of the 3 criteria were met.	Only one criteria was met.	No criteria were met.
<b>SPECS</b>	<ol style="list-style-type: none"> <li>1. Paper is the correct size.</li> <li>2. Paper is oriented correctly.</li> <li>3. Deadline was met.</li> </ol>	Only 2 of the 3 criteria were met.	Only one criteria was met.	No criteria were met.

**Total:** \_\_\_\_\_

**Comments:**