


Commercial Art & Advertising Design
ART Standard 400 Color Theory & Application Rubric

CRITERIA	Exemplary (3 points)	Competent (2 points)	Basic (1 point)	Below Standards (0 points)
APPLICATION OF KNOWLEDGE	<ol style="list-style-type: none"> Above average knowledge of Color Theory. Skill & craftsmanship using techniques. Applies appropriate color theory. 	Only 2 of the 3 criteria were met.	Only one criteria was met.	No criteria were met.
EFFORT AND PERSEVERANCE	<ol style="list-style-type: none"> Works until the end of class. Remains focused through class time. 	Focused most of the class time with reminders.	Unfocused for much of the class time. Lacks engagement.	No criteria were met.
CRAFTSMANSHIP: USE OF TIME AND MATERIALS	<ol style="list-style-type: none"> Assignments are handed in on time without reminders. Sometimes exceeds expectations. 	Assignments are handed in when requested.	Assignment done poorly, incomplete, or forgotten.	No criteria were met.
USE OF COLOR IN RELATION TO THE OTHER ELEMENTS OF PRINCIPLE & DESIGN	<ol style="list-style-type: none"> Evidence student planned. Shows an awareness of principles of color theory. Chose an appropriate complementary or contrasting color scheme. 	Student applied principle. Showed awareness of filling space adequately. Chose color scheme with some success.	Assignment shows lack of planning or effort. Little understanding of principles. Limited success with color.	Student did not plan. Did not show an understanding of the principles of color theory.
NEAT AND CLEAN	<ol style="list-style-type: none"> Unwanted marks are erased or hidden. Ripped or torn edges are cut off straight. Legibly signed on front or back. 	Only 2 of the 3 criteria were met.	Only one criteria was met.	No criteria were met.
SPECS	<ol style="list-style-type: none"> Paper is the correct size. Paper is oriented correctly. Deadline was met. 	Only 2 of the 3 criteria were met.	Only one criteria was met.	No criteria were met.

Total: _____

Comments: