

Highest level of performance		2017 ITAA Design Exhibition Jury Rubric										Lowest level of performance			
1. Contextual Review and Concept															
* Submission context is demonstrated by explaining the pertinent background and current knowledge in relation to the submission; includes citation(s) of relevant work/design research.															
10	9	8	7	6	5	4	3	2	1	0					
* Design concept is explained by discussing the explicit purpose, design challenge or research question for the submission, and results from citations demonstrating knowledge of previous work/design research.															
10	9	8	7	6	5	4	3	2	1	0					
2. Aesthetic Properties and Visual Impact															
* Submission applies the elements and principles of design to create a compelling design work.															
10	9	8	7	6	5	4	3	2	1	0					
* Submission photos demonstrate a strong visual impact in all views.															
5		4		3		2		1		0					
3. Process, Technique, and Execution as described in the statement and visible in the photography															
* Submission demonstrates a rigorous process.															
5		4		3		2		1		0					
* Submission exhibits a mastery of technique															
10	9	8	7	6	5	4	3	2	1	0					
* Submission execution is appropriate and of high quality.															
10	9	8	7	6	5	4	3	2	1	0					
4. Cohesion															
* Submission forms a cohesive whole integrating content, concept, aesthetic properties, process, technique and execution															
10	9	8	7	6	5	4	3	2	1	0					
5. Design Contribution and Innovation															
* Significance, Rationale, or Contribution: Submission amplifies, refines, or contributes to what is known; it is important in relation to existing knowledge.															
15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	0
* Originality and Innovation: Submission is significantly different or novel in response to what is already in the public domain and the academic literature.															
15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	0
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