

2017 ITAA Design Exhibition Jury Rubric Professional and Graduate Student

Highest level of performance 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	8	6	4	2	0
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* 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	8	6	4	2	0
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2. Aesthetic Properties and Visual Impact

* Submission applies the elements and principles of design to create a compelling design work.

10	8	6	4	2	0
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* Submission photos demonstrate a strong visual impact in all views.

5	4	3	2	1	0
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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
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* Submission exhibits a mastery of technique

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* Submission execution is appropriate and of high quality.

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4. Cohesion

* Submission forms a cohesive whole integrating content, concept, aesthetic properties, process, technique and execution

10	8	6	4	2	0
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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	12	9	6	3	0
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* Originality and Innovation: Submission is significantly different or novel in response to what is already in the public domain and the academic literature.

15	12	9	6	3	0
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Highest level of performance

Lowest level of Performance