

**ITAA Annual Conference - 2017 Design Exhibition Jury Rubric  
Undergraduate Category**

0= lowest score

**1. Design Mentor Statement**

Statement describes the teaching/mentorship process. Includes the purpose of this mentorship relationship, and how that purpose was met.

5                      4                      3                      2                      1                      0

Statement comments on the quality of the submission and why the mentor chose to sponsor this particular student's work to this call.

5                      4                      3                      2                      1                      0

**2. Statement of purpose**

Submission design concept is explained by discussing the explicit purpose, design challenge, or research question for the submission, including the context of this design in relation to previous designs by self or others.

10      9      8      7      6      5      4      3      2      1                      0

**3. 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.

10      9      8      7      6      5      4      3      2      1                      0

**4. Process, Technique, and Execution as described in the statement and as visible in the photography**

Submission demonstrates a rigorous process.

10      9      8      7      6      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

**5. Cohesion**

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

15   14   13   12   11   10   9   8   7   6   5   4   3   2   1                      0

**6. Originality and Innovation**

Submission is significantly different or novel in relation of previous designs by self or others.

15   14   13   12   11   10   9   8   7   6   5   4   3   2   1                      0

