

HOW TO

...become a displaying member at SAL, or as a

displaying member how you can add another media to your display inventory. **Please pick-up a Jury Process Information Form** for all the dates, times, prices, rules, and step- by -step procedures for the jury day.

Understanding the scoring rubric and how it is used.

On Jury Day submission you will find art tags to write your **Artist#**, **medium**, **entry code (A, B, or C)** and the **Title** of your work on. The entry code will be used to further explain the scoring of your work. The Submission Team and the Judges are doing their best to make this process a learning experience and not just a pass/ fail outcome.

The **Scoring Rubric** is based on **Presentation/Construction of Work** and **Art Elements & Principles of Design** in a traditional critiquing format. **Looking at the scoring rubric at the back of this handout** you will see there is a left hand column that is marked YES and NO. To receive a YES all three pieces of artwork must exhibit consistent skill or mastery in the requirements of each section. If one or two of the artworks do not meet the criteria then it will be noted in the following NO section. In each No section there is different requirements with spaces in front of them to allow the Judges to mark them A, B or C to show you which of the pieces are weak or do not meet the standard set for each section.

To help you understand what the Elements and Principles are.

ELEMENTS OF ART – The basic visual symbols in the language of art.

Line – The path of a moving point through space. 5 types: vertical, horizontal, diagonal, curved, and zigzag & 5 ways to vary lines: length, width, texture, direction, and degree of curve

Space - Refers to the emptiness or area between, around, above, below or within objects. 2 types: negative and positive

Color – Element of art that is derived from reflected light. 3 properties: hue (temperature), value, and intensity

Value - Describes the darkness or lightness of an object, shape or color.

Texture - Refers to how things feel or how they look like they might feel if touched. 2 types: tactile/actual and visual/implied

Shape - Is two-dimensional (2/D), having height and width. 2 types: geometric- circle, square, triangle, rectangle and free-form/organic (D = Dimension – the amount of space an object takes up in one direction)

Form - Is three-dimensional (3/D), having height, width, and depth. 2 types: geometric- sphere, cube, cone, cylinder and free-form/organic

PRINCIPLES OF ART – Rules that govern how artist organize the elements of art.

Rhythm – Indicates movement by the repetition of elements or objects. 5 types: random, regular, alternating, flowing and progressive

Pattern – Decorative surface design. A pattern has no movement and may or may not have rhythm. 2 types: regular and alternating (Motif – 2/D unit being repeated & Module – 3/D unit being repeated)

Movement – Creates the look and feeling of action and/or to guide the viewer's eye throughout the work of art.

Balance – Is the principle of art concerned with equalizing visual forces or elements, in a work of art. 3 types: symmetrical/formal, asymmetrical/informal and radial

Proportion – Size relationship of one part to another. 2 types: realistic and exaggerated and/or distorted

Variety – Differences or contrast.

Emphasis – Makes one part of a work dominant over the other parts. 5 ways to create it: contrast, isolation, location, convergence, the unusual (focal point – the first part of a work to attract the attention of the viewer)

Harmony - Stresses the similarities of separate but related parts.

Unity – Is the quality of wholeness or oneness that is achieved through the effective use of the elements and principles of art. 4 ways to create it: harmonious or limited color scheme, simplicity, repetition, and proximity

Please see the back for Scoring Rubric



Artist #

Category Entered:

Oil & Acrylic ____ Water Media ____ Drawing Media ____ Photo& Digital Art ____ 3D Media: _____

Applicant's Scoring Rubric

Looking at ALL 3 pieces (A, B & C) of artwork together, marking the ones that are weakest in "No" section.

CIRCLE	Presentation and Construction of Work
Yes	Framing, matting, wiring and/or display of work are to gallery standards, and looks appropriate to subject matter/media. 3D art shows solid construction and high quality of materials.
No	____ Not correctly wired for hanging ____ Frames/matts/art look old or out of style ____ Frames do not match style of painting ____ Wrap around canvas is too shallow not to be framed ____ Display furniture, pedestal or base for 3D work looks damaged, dirty, or unfinished ____ Sculpture, Jewelry, Pottery, Textiles show poor construction ____ Sculpture, Jewelry, Pottery, Textiles show poor quality of materials
Yes	The media is applied at the same technical skill level on all 3 pieces and has consistent quality. (Looks as if the same artist did all three pieces.) Body of work is well-organized and looks neatly & carefully done, is successful as a whole.
No	____ Is the strongest ____ Is the weakest piece ____ Work on application of media and/or neatness of materials
Yes	Body of work appears unique and creative, does not look like it came from a class/workshop/kit or from a book. Is not from a commercial pattern or has mainly manufactured elements in its assemblage.
No	____ Class/workshop/ book/commercial pattern ____ Manufactured elements not artist made ____ Lacking uniqueness.
Yes	Subject matter must be tasteful – not divisive, illegal, or morally objectionable. Will the work draw SAL clientele?
No	____ Not suitable subject matter for a family-oriented art gallery.
	Analyze Use of Art Elements & Design Principles
Yes	Good use of Lines, Shapes, & Textures . Good use of both Positive & Negative Space . (Negative spaces are pleasing.) Shows Movement, Rhythm, or has a Pattern .
No	____ Work on Lines, Shapes, & Textures ____ Work on Positive & Negative Spaces ____ Needs more Movement, Rhythm, or Pattern
Yes	Nice use of Color , they are consistent in their Intensity and chosen palette. Not muddy. Black and White work has a good range of values . Even use of both dark & light Values throughout the artwork.
No	____ Intensity of colors are weak ____ Colors look muddy ____ Needs more range in Values ____ Needs more lights ____ Needs more darks ____ Sculpture, Jewelry, Pottery, Textiles weak color, patina, finish, glaze, or dye choices
Yes	Shows Form/Shape : <u>2D</u> works (forms) meant to be representational should give the illusion of having depth. Is the linear and/or atmospheric perspective correct? <u>3D</u> works (shapes) make good use of depth. Non-objective or Abstract work should have a layered look with parts that come forward or recede.
No	____ Linear perspective is wrong ____ Atmospheric perspective needs work or is wrong ____ Shows no depth, no parts that come forward or recede ____ 3D forms do not push into the 3 rd dimension enough
Yes	Balanced composition for both Symmetrical and Asymmetrical work. If realistic are the Proportions correct?
No	____ Needs a more balanced composition ____ Proportions are not correct
Yes	Uses contrast, isolation, location, convergence , or the unusual to create an Emphasis or Focal Point . Captures attention of the viewer. Is there a Variety of elements to make it interesting?
No	____ Needs work to create an Emphasis or Focal Point. ____ Needs more Variety or Contrast.
Yes	Has Unity and Harmony . Communicates mood, feeling, or idea. Pleasing to look at.
No	____ Has no Unity or Harmony ____ Does not communicate any mood, feeling or idea.

Total # Points

Each Yes = 10 Points. *A minimum of 70 points are required for gallery display.

Comments: _____
