**Rubric: MAA-131\_3D-Modeling**

**The Art Institute of Virginia Beach**

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| **Categories** | **Exemplary (50)** | **Accomplished (40)** | **Developing (30)** | **Beginning (20)** |
| **Model Complexity & Editing &Technical Literacy**  **50%**  **Your Score: \_\_\_\_\_\_\_\_\_\_\_\_** | * The 3D model is complex and/or detailed and shows evidence of substantial sub- object modeling to define or refine modeled details. Advanced skill level is evident. * 3D model demonstrates appropriate, excellent and creative editing techniques & closely resembles the actual structure * Superb workmanship with careful attention to all detail and consistency. Well-rendered, strong, clear form demonstrates full range and use of skills. * Complete attention to 3-D view (top, back, front, bottom, vertical, etc.) taken into account. * Negative space and composition work together to draw the viewer in. | * The 3D model is mostly complex and/or detailed but lacks some evidence of sub- object modeling to define or refine modeled details. Very good skill level is evident, * 3D model demonstrates appropriate, good editing techniques & somewhat resembles the actual structure. * Attention to detail is well demonstrated. Student’s work shows strong range of skills. * Attention to composition and most 3-D views reflected in work. * Consideration of negative space and silhouette demonstrated. | * The 3D model is mostly simplistic and/or lacks evidence of sub-object modeling to define or refine modeled details. Main details considered. Basic or average skill level is evident. * Work shows a developing range of skills. Model is lacking details found on the actual structure * Some 3-D views reflected in the work but insufficient in ‘selling’ the form in its entirety. | * Model design is inappropriate or overly simplistic. Below average or poor skill level is evident. * 3D model demonstrates poor or no editing techniques. * Form may not be carefully worked on and lack attention to detail. Skills may need improvement. Model does not resemble the actual structure. * 3-D view may be incomplete and different views are not taken into consideration. |
| **Project Organization**  **15%**  **Your Score: \_\_\_\_\_\_\_\_\_\_\_\_** | Project folder, objects, materials and textures are fully named and organized. | Project folder is present, objects, materials and textures are mostly organized and named. | Project folder is incorrectly setup, few objects, materials and textures are organized and named. | Project folder is not submitted. Many of the Objects, Materials and Textures are not organized or named. |
| **Design & Visual Appeal**  **15%**  **Your Score: \_\_\_\_\_\_\_\_\_\_\_\_** | * 3D model shows excellent design qualities and is aesthetically pleasing. Demonstrated advanced application of materials and lighting treatment to enhance the overall appeal. * Wide variations of contrasting elements are thoughtfully and clearly demonstrated (hard/soft, open/closed, anatomic/stylized, real/unreal, hidden/revealed, etc.) that adds to the overall impact of the piece. | * 3D model shows good design qualities and is aesthetically pleasing. Demonstrated basic application of materials and lighting treatment to enhance the overall appeal. * Student uses contrasting elements to enhance the form and the viewer’s experience. | * 3D model shows basic design qualities and is aesthetically acceptable. Applied basic materials and lighting treatment; but contained some errors. * Student understands what contrasting elements are but may not be able to apply them consistently in his/her work. | * 3D model shows basic design qualities and is aesthetically unacceptable. Student did not apply additional material and or lighting treatment. * May lack or have minimal or unoriginal use of contrasting elements. |
| **Overall Creativity**  **15%**  **Your Score: \_\_\_\_\_\_\_\_\_\_\_\_** | The project shows significant evidence of originality and inventiveness | The project shows evidence of originality and inventiveness | There is little evidence of originality and inventiveness | There is no evidence of originality and inventiveness. |
| **Professionalism**  **5%** | * Project is turned in on time. **All** project requirements & guidelines are followed completely and all the required elements are present & formatted properly. **This may include all or some of the following:** * Rendered still (HD720); jpeg * Turntable animation * Sketches/Templates * Critique * Worked diligently on project, excellent time management, no need for instructor intervention. | * Project is turned after due date (one class late). Project guidelines & requirements are mostly complete, and all required elements are present though some may be formatted incorrectly. * Worked diligently on project, good use of time, little or no need for instructor intervention. | * Project is turned in after due date (2 classes late). There are missing important project requirements and guidelines were not followed. * Worked on project, use of time was inconsistent, and/or need for some instructor intervention or reminders to stay on task. | * Project is turned in after due date (more than 2 classes late). There were missing 2 or more important project requirements. Project guidelines were mostly ignored. * Work on project was unfocused, sporadic. Poor use of time and/or need for frequent instructor intervention and or reminders. |

**Comments/Critique/Areas for Improvement:**