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