How to use this rubric

Panelists will receive a copy of the rubric as a part of their panelist training materials. The rubric will be used to ensure as fair and unbiased a panel process as possible. The scoring mechanism defines the criteria scored by panelists. Within the criterion are benchmark descriptions and corresponding point values.

Applicants may use the rubric as a guideline in completing their applications for the deadline.

Overall consideration for applications

<table>
<thead>
<tr>
<th>Value</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exemplary</td>
<td>Demonstrates exemplary artistic excellence</td>
<td>90-100</td>
</tr>
<tr>
<td>Accomplished</td>
<td>Demonstrates artistic excellence</td>
<td>80-89</td>
</tr>
<tr>
<td>Progressing</td>
<td>Demonstrates adequate artistic excellence</td>
<td>70-79</td>
</tr>
<tr>
<td>Emerging</td>
<td>Demonstrates limited artistic excellence</td>
<td>1-69</td>
</tr>
</tbody>
</table>

CRITERIA

1. Artistic Excellence (75 points)
   - Clarity of artistic vision
   - Demonstration of a cohesive body of work
   - Technique, including attention to detail

Note: A score below 60 points in this category requires panelist comment.

2. Marketability (25 points)
   - Effective marketing copy
   - Effective images for marketing the work
   - Appropriate pricing for retail markets

Note: A score below 20 points in this category requires panelist comment.