

FY2018 Kentucky Crafted Program Panel Assessment Sheet

APP #

Entry: 1

Medium:

Applicant Name:

DBA:

Scoring Scale

- 0 **Insufficient** for evaluation or of **poor** quality
- 1 **Questionable** quality
- 2 **Fair** quality
- 3 **Good** quality
- 4 **Excellent** quality

Performance Expectations	Preliminary Scoring (0- 4)	Final Scoring (0- 4)
1. Artistic Excellence (85%)		
1. Clarity of artistic vision	0 1 2 3 4	0 1 2 3 4
2. Demonstration of a cohesive body of work	0 1 2 3 4	0 1 2 3 4
3. Technique, including attention to detail	0 1 2 3 4	0 1 2 3 4
2. Marketability (15%)		
1. Effective marketing copy	0 1 2 3 4	0 1 2 3 4
2. Effective images for marketing the work	0 1 2 3 4	0 1 2 3 4
3. Appropriate pricing for retail markets	0 1 2 3 4	0 1 2 3 4

Revised: 07/10/2017

Panelist Name: