

Excellent 5	Very Good 4	Average 3	Fair 2	Poor 1	Failure 0
Very High	High	Adequate	Low	Minimal	Failure

Circle the score that matches your evaluation of the artwork in response to the criteria.

**Part I: Communication/Problem Solving**

1. <b>CONVEYS THE MESSAGE:</b> Generally, medical art is produced to convey a specific message or idea. <b>How well does the illustration tell the story</b> identified in the statement of purpose? (Instructional, editorial, or advertising.)	5	4	3	2	1	0
2. <b>APPROPRIATE FOR THE INTENDED AUDIENCE: The simplicity or complexity of the work should be appropriate for the knowledge of the audience.</b> For example, assumption of anatomical knowledge or an understanding of sagittal sections, etc., should not be made for patient education; simplistic or irrelevant labeling should not be used for specialists in their area of expertise.	5	4	3	2	1	0
3. <b>DEGREE OF PROBLEM SOLVING:</b> Consider the degree of problem solving expressed in the illustration and/or the <b>uniqueness of the concept in the pictorial solution.</b> Take into account obstacles presented by the conceptual and technical parameters of the job. (For scoring, was the problem solving high or low?)	5	4	3	2	1	0
4. <b>ACCURACY OF MEDICAL OR SCIENTIFIC INFORMATION REPRESENTED: The information must be accurate, depicting currently accepted standards of biological and anatomical relationships and proportions.</b> Pictorial manipulation of anatomical information or distortion is sometimes necessary or preferred, it should be done clearly, with purpose and knowledge. It should not be misleading or cause confusion. This criteria is double weighted.	10	8	6	4	2	0
5. <b>CLARITY:</b> The pictorial information should be <b>clear, direct, precise, and easily read.</b> It should be unencumbered with excessive, confusing, distracting peripheral information. When the artwork is presented as part of a series, information flow and consistency are taken into consideration.	5	4	3	2	1	0

**Part II: Technique**

6. <b>EFFECTIVENESS OF TECHNIQUE AND MEDIA FOR THE INTENDED PRESENTATION FORMAT:</b> All basic <b>reproduction criteria</b> for the intended presentation format should be met, including: appropriate aspect ratio; proper use of color, tone, line, and type within the reproduction limitations of the format; size of rendered original in relation to final format; appropriate level of graphic complexity.	5	4	3	2	1	0
7. <b>COMPOSITION: The use of design elements to focus attention:</b> placement and use of color, tone, or line; contrast; dynamics of form and shape; balance, unity of elements; use of space. In illustrations where mood and drama are part of the message, consider the level and direction of light to create special effects.	5	4	3	2	1	0
8. <b>DRAFTSMANSHIP:</b> In creating the <b>illusion of depth, space, and form,</b> the illustration should exhibit dimensional quality, perspective, proportions, effective use of light, and skill in rendering.	5	4	3	2	1	0
9. <b>CRAFTSMANSHIP:</b> The overall level of skill demonstrated in the <b>application and handling of the technique and media.</b>	5	4	3	2	1	0
10. <b>ANIMATION:</b> The overall skill demonstrated in planning and executing the movements of the camera (or computer). Do the camera (computer) movements help convey the message and focus attention? Are the "in camera" effects, i.e. cuts, dissolves, fades, and supers smooth and error free?	5	4	3	2	1	0
11. <b>SOUND/PICTURE RELATIONSHIP:</b> Is the final animated visual sequence appropriate to the accompanying narrative with respect to pace, content, synchronization, etc?	5	4	3	2	1	0

**TOTAL SCORE:** \_\_\_\_\_