

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

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

Part I: Communication/Problem Solving

1. CONVEYS THE MESSAGE: How well does the illustration instruct or tell the story identified in the statement of purpose?	5	4	3	2	1	0
2. APPROPRIATE FOR THE INTENDED AUDIENCE: The information and relationships presented should be clear and instructional.	5	4	3	2	1	0
3. DEGREE OF PROBLEM SOLVING: Consider the degree of problem solving expressed in the illustration and/or the uniqueness of the concept in the pictorial solution. There should be a clear, concise solution; take into account obstacles created by the conceptual and technical parameters of the job.	5	4	3	2	1	0
4. ACCURACY OF MEDICAL OR SCIENTIFIC INFORMATION REPRESENTED: The information must be accurate, depicting currently accepted standards of biological and anatomical relationships and proportions. While pictorial manipulation of anatomical information is often necessary or preferred, it should be done clearly, with purpose and knowledge. It should not be misleading or cause confusion.	10	8	6	4	2	0
5. CLARITY: The pictorial information should be direct, precise, and easily read. 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. EFFECTIVENESS OF TECHNIQUE AND MEDIA FOR THE INTENDED PRESENTATION FORMAT: All basic reproduction criteria for the intended presentation format should be met, including: appropriate aspect ratio, proper use of color, tone, and line, and type within the reproduction limitations of the format or viewing conditions; appropriate level of graphic complexity.	5	4	3	2	1	0
7. COMPOSITION: The use of design elements to focus attention: placement and use of color, tone, or line; contrast; dynamics of form and shape; balance; unity of elements; use of space.	5	4	3	2	1	0
8. DRAFTSMANSHIP: In creating the illusion of depth, space and form, the illustration should exhibit dimensional quality, perspective, proportions, effective use of light, and skill in rendering.	5	4	3	2	1	0
9. CRAFTSMANSHIP: The overall level of skill demonstrated in the application and handling of the technique and media.	5	4	3	2	1	0
10. INTERACTIVITY: Overall instruction effectiveness of program related to stated objectives. Interface design (logic and ease maneuvering through program). Pace and content of any video/narration.	5	4	3	2	1	0

TOTAL SCORE: _____