

ACTE: Individual Digital Art Rubric

DIRECTIONS

- 1. This is an **individual project only**. Ask the student for the **printed portfolio**. Digital or electronic portfolios are not accepted. Allow no more than 5 minutes for setup and score the printed portfolio during setup.
- 2. Confirm that the digital artwork, composition, imagery, drawing, painting, editing, and production assets are created by the individual student. **AI-generated digital art or production assets are prohibited**. If suspected or disclosed, pause scoring and refer the entry to ACTE staff.
- 3. Allow the student no more than 10 minutes for the individual project presentation. The student may choose which portion of a larger body of work to show.
- 4. Judges may ask questions for no more than 5 minutes and are not limited to the topics listed in the rubric.
- 5. Enter a score for every criterion. Add the /30 portfolio score and /70 project/presentation score for the /100 final score, then initial page 2.

PRINTED PORTFOLIO CHECKLIST			Points
Online Orientation Certificate	0 Certificate is missing.	10 Certificate is printed and placed as page 1 of the portfolio.	
Printed Portfolio	0 No printed portfolio is submitted, or only a digital/electronic portfolio is provided.	10 A complete printed portfolio is submitted at judging. Digital portfolios are not accepted.	
Required Portfolio Sections	0 Required printed portfolio sections are not provided.	10 - Printed portfolio includes these 9 sections: 1. Online Orientation Certificate (first page) 2. Project identification page: student name, school, category, level, and region 3. Table of contents 4. Project narrative: purpose, learning, and benefit 5. Software and hardware used 6. Artist statement, purpose, intended audience, concept sketches, thumbnails, references, mood board, color studies, composition plans, or other planning evidence 7. Progress screenshots, layer/palette/brush evidence, editing stages, revisions, exported proofs, and final artwork evidence 8. Works cited/bibliography and credits for references, textures, fonts, photographs, brushes, and other permitted sources 9. Signed statement that the digital artwork and included production assets are the individual student's original work and contain no AI-generated content or assets	
Judges Printed Portfolio Checklist Score			/30

This section is valued at 30 points total.

DIGITAL ART PROJECT & ORAL PRESENTATION RUBRIC

Select the score range that best matches the demonstrated level. Enter one numeric score from 0-10 for each criterion.

PROJECT					Points
Concept, Purpose & Visual Communication					
0 No identifiable concept, purpose, message, or audience.	1-3 Concept is unclear; visual choices communicate little meaning or purpose.	4-6 A basic concept and purpose are evident, but the message, symbolism, or audience focus is uneven.	7-9 Clear, engaging concept uses purposeful visual choices to communicate effectively to the intended audience.	10 Compelling, original concept demonstrates exceptional depth, meaning, audience awareness, and visual communication.	
PROJECT					Points
Composition, Elements & Principles of Design					
0 No intentional composition or use of design elements can be evaluated.	1-3 Balance, emphasis, contrast, movement, proportion, rhythm, unity, or space frequently weaken the artwork.	4-6 Composition communicates the idea, but hierarchy, balance, proportion, unity, or visual flow is uneven.	7-9 Strong composition and purposeful use of design elements and principles guide the viewer and support meaning.	10 Masterful composition demonstrates exceptional balance, hierarchy, unity, rhythm, movement, proportion, and visual impact.	
PROJECT					Points
Digital Technique, Craftsmanship & Control					
0 Digital technique or craftsmanship cannot be evaluated.	1-3 Tools, selections, layers, brushes, paths, masks, blending, or editing are used inconsistently and distract from the work.	4-6 Digital tools support the artwork, but control, precision, blending, edges, detail, or refinement is uneven.	7-9 Skillful control of appropriate digital tools produces clean, intentional, refined artwork with strong craftsmanship.	10 Exceptional technical control, precision, detail, refinement, and command of digital media create professional-quality artwork.	
PROJECT					Points
Color, Value, Texture & Final Output					
0 Color, value, texture, or final output cannot be evaluated.	1-3 Color relationships, contrast, value, texture, resolution, or file preparation interfere with the artwork.	4-6 Visual treatment supports the concept, but color, value, texture, resolution, or final presentation is inconsistent.	7-9 Purposeful color, value, texture, contrast, resolution, and file preparation create a cohesive polished result.	10 Publication-ready output demonstrates exceptional color control, value, texture, resolution, presentation, and technical finish.	
PROJECT					Points
Originality, Creative Voice & Individual Authorship					
0 Originality or individual student authorship cannot be established.	1-3 Work shows limited original decision-making; references, assets, or artistic process are unclear.	4-6 The student's contribution and purpose are evident, though creative choices or process documentation are basic.	7-9 Original, purposeful artwork shows a clear individual voice, appropriate source credits, and strong process evidence.	10 Distinctive artistic vision and convincing evidence establish exceptional creativity and independent individual authorship.	
PRESENTATION					Points
Explanation of Artistic Process & Professional Delivery					
0 Does not explain the artwork or creative process.	1-3 Explanation is difficult to follow; limited preparation or understanding of artistic and technical choices.	4-6 Explains major steps and tools, but detail, organization, reflection, or delivery is inconsistent.	7-9 Clearly explains concept development, references, software, techniques, layers, revisions, and artistic choices professionally.	10 Confident, concise presentation demonstrates command of the complete individual digital-art process and creative decisions.	
QUESTIONS					Points
Knowledge, Reflection & Responses					
0 Does not answer judges' questions.	1-3 Answers are incomplete or show little understanding of tools, techniques, design decisions, or sources.	4-6 Answers most questions and describes basic artistic challenges, techniques, or revisions.	7-9 Provides specific, accurate responses about concept, composition, software, techniques, sources, feedback, and revisions.	10 Insightful responses demonstrate deep artistic and technical knowledge, thoughtful reflection, and clear individual ownership.	

AI-GENERATED DIGITAL ART PROHIBITED: Entries may not contain generative-AI-created images, illustrations, compositions, textures, backgrounds, design elements, edits, or other production assets. This is an individual event only. Judges should not independently penalize suspected use; pause scoring and refer the entry to ACTE staff for review.

Judges Printed Portfolio Checklist Score	/30
Digital Art Project & Oral Presentation Score	/70
Total Project Score	/100
Ranking (ACTE Staff Only)	

Judges Initials: _____