

Category: _____

ITEM NUMBER: _____

Excellent 5 Very High	Very Good 4 High	Average 3 Adequate	Fair 2 Low	Poor 1 Minimal	Failure 0 Failure
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Circle the score that matches your evaluation of the artwork in response to the criteria.

Part I: Communication/Problem Solving

1. CONVEYS THE MESSAGE: Generally, medical/life sciences art is produced to convey a specific message or idea. How well does the illustration tell the story identified in the statement of purpose?	5	4	3	2	1	0
2. APPROPRIATE FOR THE INTENDED AUDIENCE: The simplicity or complexity of the artwork should be appropriate for the knowledge of the audience. For example, the medical/scientific content should match the background and knowledge of the intended end user, and informational complexity should be built on a foundation of relevance to that audience. Overloading with professional-level informational detail for the layman or the opposite, reduction of information into simplistic terms for an expert audience, would define an inappropriate content level.	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. Take into account obstacles presented by the conceptual and technical parameters of the job, as per the entry's statement of purpose.	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, relative scale and proportions. Pictorial manipulation or distortion of anatomical/scientific information is sometimes necessary or even preferred, but it should be done clearly, with purpose and knowledge. It should not be misleading or cause confusion. Note: this criterion is double weighted.	10	8	6	4	2	0
5. CLARITY: The pictorial or dimensional (e.g. anatomical models) information should be clear, direct, precise, and easily read. It should be unencumbered with excessive, confusing, and 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, line, and type within the reproduction limitations of the format; size of rendered original in relation to final format; appropriate level of (reproducible) graphic complexity.	5	4	3	2	1	0
7. COMPOSITION: The effective use of design elements to focus attention via placement and use of color, tone, or line; contrast; dynamics of form and shape; balance; unity of elements; and use of space. In illustrations where mood and drama are part of the treatment used to enhance the message or storytelling, evaluate the effectiveness of color and scenic lighting to create special effects. If 3D software is used, how effective is the framing, choice of camera lens, camera view and/or lighting?	5	4	3	2	1	0
8. DRAFTSMANSHIP: Overall drawing and rendering skill displayed in portraying objects and their setting, with attention to correct proportions and scale. When creating the illusion of depth, space and form, biological and medical art should exhibit dimensional quality, convincing perspective and effective use of form lighting and scenic lighting. If 3D software-based models are utilized in creation of the artwork, take into account whether or not objects appear properly proportioned and scaled with appropriate textures mapped to display the same qualities expected in non-3D media.	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

TOTAL SCORE: _____