



# Rubric for Creative Scholarship

## Rubric for Creative Scholarship: Design as Idea, Interior, and Art or Object (please see descriptions of categories below)

**Design as Idea:** Projects in this category explore the entire spectrum of design. Submissions can be conceptual in character and/or completed projects. Conceptual works can range from diagrammatic visual explorations of a theoretical design idea to illustrative design works.

**Design as Interior:** Projects in this category explore the entire spectrum of built or fabricated design. Submissions should be built work including commercial, residential, entertainment, institutional, hospitality design, temporary interiors, or design build projects by students. These will specifically consider an exploration or design intimately related to the interior built environment. Submissions in this category should demonstrate innovation, and should be rooted in theoretical, or contextual framing.

**Design as Art or Object:** Projects in this category would be any works of art, furniture, lighting, textile design, installation, or product design; either created as individual pieces or composed as a series consisting of multiple parts. Works may be produced in any media, including but not limited to all traditionally based mediums, as well as digital, multimedia, or installation.

### Conceptual Significance

The project concept is articulated in the strength of the submitted narrative.

*0 = project has no significance concept; 5 = project has a highly significant concept.*

### Visual Presence

The project has a strong visual presence as described and evident in the images submitted.

*0 = visual presence is not evident; 5 = visual presence is clearly evident.*

### Strength of Aesthetic Value

The author clearly places the design within a context supported by other works, literature, or precedents.

*0 = no aesthetic value is provided; 5 = strong aesthetic value is presented.*

### Ingenuity or Novelty

The project presents the ingenuity/novelty of design process in use of materials and/or methods.

*0 = method is missing or inappropriate; 5 = method is clearly articulated.*

### Mastery in Craftsmanship

The mastery in craftsmanship is demonstrated with a comprehensive knowledge of techniques.

*0 = craftsmanship is lacking; 5 = craftsmanship is outstanding.*