

Admission Assessment

ID **NAME** **DATE** **SCORE (3-18)**

Assessment	UNSATISFACTORY: 1 POINT	SATISFACTORY: 2 POINTS	ADVANCED: 3 POINTS	PTS
CLARITY OF CONTENT	Content is incredibly difficult to follow, has poor transitions, and is incoherent in its central message.	Writing is clear in its content but has a tendency to digress, has some ambiguities, but can be followed with ease.	The content is not only clear but gives excellent insight into its thesis, transitions very well between thoughts, and reads very smoothly.	
CREATIVITY	Creative thought is too literal, and lacks any kind of critical thinking to come to its final solution.	Solution shows some critical thought and divergent exploration but the final idea lacks subtlety.	The applicant came to a creative and divergent solution that shows a high level of critical thinking.	
COMPREHENSION	Explanation is too literal, too obvious, and lacks any kind of critical thinking	Explanation shows critical thought but the final idea isn't accurate.	The applicant interpreted the visual accurately and explained it concisely.	

Portfolio	UNSATISFACTORY: 1 POINT	SATISFACTORY: POINTS	ADVANCED: POINTS	PTS
COMMUNICATION	Content is difficult to follow, and is not clear in its message. Elements are not used effectively to communicate or express the message of the work.	Multiple elements used to help communicate the messaging of the work that can be understood with relative ease.	Central message is clear. The combinations of color, shape, contrast, and/or texture help to create a very effective message.	
COMPOSITION	No consideration was made to the composition and the organization of the elements is chaotic, unbalanced, and does little to guide the eye.	Considerations have been made in the use of positive and negative space and help guide the eye around the design.	The composition is well balanced, helps to draw the eye around, and is engaging in its use of margin, bleeds, and negative space.	
CONTRAST	Lack of contrast in the design elements. Applicant does not show understanding of contrast in their work.	Contrast and white space are both evident in the work and used with moderate effectiveness and intent.	Use of light and dark creates depth but is used subtly. Elements are contrasted with intent and negative space is used strategically.	