Guidelines for Evaluation of an Artwork

Based on your analysis in the first three stages, how would you judge the quality or success of the work? Judgment may be affected by the following criteria.

1. **Craftsmanship** – the degree of skill in use of media and procedures, and how well the medium relates to the subject matter and purpose of the artwork.

2. **Design Quality** – the degree of visual organization of the materials and elements that make up the work. Consider unity, variety, proximity, balance, dominance, and rhythm.

3. **Expressiveness** – how well the work expresses its subject, idea, or theme.

4. **Personal Response** – the extent to which the artwork provokes a personal response, one that could be shared with others.

5. **Originality** – the degree of uniqueness, imagination, and freshness in the artwork.

6. **Comparison** – how the work compares with other artworks of similar kind.