

## Artist to Market Program – Grading Rubric

	<b>3 - Excellent</b>	<b>2 - Good</b>	<b>1 - Average</b>	<b>0 - Cannot Assess</b>
<b>Artistic Quality 40%</b>	Demonstrates exceptional artistic skill and technique. (Example: High-quality finishes, precise stitches, intricate textures, etc.)	Demonstrates solid artistic skill and technique. (Example: Even stitches, good composition, etc.)	Demonstrates some artistic skill and technique. (Example: Uneven stitches, loose threads, unfinished edges, pairs that don't match, etc.)	No photos of artwork submitted.
<b>Artistic Originality 20%</b>	The artwork is original and unique, standing out among other submissions. (Example: Incorporates new techniques or materials.)	The artwork is somewhat original and unique. (Example: Recognizable style.)	The artwork is not very original or unique. (Example: Lack of distinct style.)	Artwork contains elements that have been taken from another artist's work.
<b>Marketability 20%</b>	Demonstrates a strong potential to sell well in the market. (Example: Work is in demand in the marketplace, has broad appeal, has a variety of products (5+ types) for the marketplace, and offers products with a range of prices.)	Demonstrates some potential to sell well in the market. (Example: Work is in demand in the marketplace, has some appeal, some variety in products (3-5 types) for the marketplace.)	Demonstrates limited potential to sell well in the market. (Example: Work is somewhat in demand in the marketplace, has limited appeal, limited variety in products (1-2 types) for the marketplace.)	Artwork not suitable for the opportunity.
<b>Professionalism 10%</b>	Demonstrates a high level of professionalism in communication and presentation. (Example: All application questions are completely answered using the space allotted (close to the maximum number of words), high quality images of different pieces submitted.)	Demonstrates a reasonable level of professionalism in communication and presentation. (Example: Application has some detail when answering questions, medium quality images of different pieces submitted.)	Demonstrates some unprofessionalism in communication and presentation. (Example: Application late or has limited detail when answering questions, low-quality images of different pieces submitted, or not enough images submitted.)	Application is incomplete.
<b>Experience 10%</b>	Demonstrates a high level of readiness to participate in an out-of-territory event. (Example: Has extensive (2-3 shows) experience with in-person sales.)	Demonstrates readiness to participate in the event. (Example: Has some (1 show) experience with in-person sales.)	Demonstrates little readiness to participate in the event. (Example: Has no (0 shows) experience with in-person sales.)	Demonstrates no readiness to participate in the event or experience with in-person sales.