

## Mural Competition Rubric

When creating their design, all artists must:

1. **Research** [United Way for the City of Kawartha Lakes](#), [Crayola's Social and Environmental Responsibility](#), and the [Edwin Binney's Community Garden](#) project.
2. Use this research to **create a vision statement**, and determine an intended audience for their artwork.
3. Execute said vision statement **to create a cohesive piece of artwork**: using symbolism, colour, and technique to portray meaning to their intended audience.

***The Jury will use the following Rubric to evaluate submissions. Please read it carefully.***

	<i>Description</i>	<i>8-10 Excellent</i>	<i>5-7 Okay</i>	<i>2-4 Needs Work</i>	<i>0-2 Inadequate</i>
<b>Knowledge and Understanding</b>	<b><i>The Artwork demonstrates an understanding of <a href="#">Crayola's Social and Environmental Responsibility initiatives</a>; <a href="#">United Way for the City of Kawartha Lakes' mission statement, vision and values</a>; and the <a href="#">Edwin Binney's Community Garden project</a>.</i></b>	The content is directly and obviously related to the theme.	The content is somewhat related to the theme.	The content is not really related to the theme.	The content is not at all related to the theme.
	<b><i>The artist understands and can describe their intended audience (is the artwork meant to attract volunteers? Potential donors? Children?)</i></b>	The artist is reading the mind of their audience!	The artist has a general grasp on what the audience may be looking for.	The artist is all over the place with no clear audience.	What's an audience?
<b>Communication</b>	<b><i>Use of symbolism to tell the story of United Way CKL and Crayola.</i></b>	Symbolism is clearly connected and thought provoking.	Could use some more oomph.	Below average and unclear; could use some work.	Uninspiring.
	<b><i>How well the work will attract its intended audience.</i></b>	Fully; we'll have people knocking on our door!	It's beautiful; people will take notice as they're driving by.	Below average; could use some work.	Uninspiring.
<b>Application</b>	<b><i>Creativity and originality.</i></b>	The artwork is creative and original; nothing like it has been seen before.	The artwork uses some themes or aspects from other artwork.	The artist uses almost entirely themes or aspects from other artwork.	This artwork was obviously copied.
	<b><i>Use of Colour and Techniques: how well does the artist utilize the components of colour and texture?</i></b>	The artwork uses colour and texture to show a convincing representation of the artists' vision.	The artwork uses some colour and texture, but could use some guidance to make it pop.	The artwork uses little colour and texture work.	This is a blank piece of paper.
<b>Critical Thinking</b>	<b><i>Artists' plan for re-creating their work of art on a billboard to be installed at the gardens.</i></b>	Thorough, well thought out.	General understanding; will need some guidance.	Will rely heavily on United Way for guidance.	Has no idea; it's all up to United Way!

## Artist Statement Guidelines

1. Demonstrate an understanding of [Crayola's Social and Environmental Responsibility](#) initiatives; [United Way for the City of Kawartha Lakes' mission statement, vision, and values](#); and the [Edwin Binney's Community Garden project](#).
2. Describe the intended audience and why said audience was chosen.
3. Offer a succinct vision statement for the piece of artwork.
4. Identify and explain the visual information (colour, symbolism, technique, and texture) used to communicate said vision statement in the work of art.

## Submission Requirements Checklist

*Before you hit submit, make sure you have the following:*

1. **Your Design in a .jpg or .png format.**
2. **Artist Statement** for your design (see artist statement guidelines for required content).
3. A one-page **Letter of Intent** describing your background and hopes for the future.

*Questions you may consider answering in your Letter of Intent: Have you taken any art classes before? How/why did you start working in art? What are your goals for the future? If you were to win this competition, how would it impact your life?*

4. **Names and Contact Information** for each of your group members (if you are working in a group).
5. **At least 2 photos of other work you have completed in the past. If you are working in a group, each artist must contribute at least one photo.**

## Questions we will ask, along with your other submission requirements:

1. Do you currently live in the City of Kawartha Lakes, Haliburton, or Peterborough?
2. Are you a student currently enrolled in school? (If yes, which school?)
3. Do you have professional experience in the field, outside of any schooling?
4. Are you entering this competition solo, or in a group of 2 or 3? (If in a group, please be prepared to enter the contact information for each group member)
5. Do you have previous experience with murals and outdoor art?