Outstanding 90 – 100 Exceptional ability, richness: insightful: fluent: high skill: observation and knowledge powerfully expressed: supported by an original or unusual selection of relevant visual references. Outstanding and original presentation.

Excellent 80 - 89 Striking impact: most of the above: detailed: well organized and coherent: polished: skill evident: supported by an original /unusual/relevant visual references: presentation original and considered: some minor flaws evident.

Very Good 70 - 79 Well organized, as above, but lacks the ‘glow and sparkle’: good level of competence and selection of content: supported by a good selection of relevant visual references: obvious care and effort taken with original presentation: some obvious inconsistencies/flaws evident.

Good 60 - 69 Interesting visual presentation: clear intent: convincing: simple direct use of medium: displays understanding but tends towards the pedestrian and stereotyped response at times: adequate selection of relevant visual references: reasonable effort taken with presentation: distracting/obvious inconsistencies.

Average 50 – 59 Adequate : feels mechanical: derivative or copied: little insight: unimaginative: some visual references not always clearly identified: fair presentation: many distracting inconsistencies.

Below 40 – 49 Enough material/works to pass: not logically constructed: some average flashes of insight: limited selection of information: poor technical skills might be a contributing factor: little use of visual information: clumsy or careless presentation.

Very Weak 30 – 39 Visually uninteresting: uncreative: limited/poor technical skill used: little attempt to present information in an acceptable manner: little or no visual information/reference: General lack of commitment: in need of support/motivation to pass.

Weak 20 – 29 Very little information: jumbled: not easy to view Fail little or irrelevant work/ visual information. No effort made to present work in an acceptable manner. General lack of commitment/cooperation.

Unacceptable 00 – 19 Incoherent: irrelevant, very little or no work: lack of even Fail limited skills being applied. No commitment/cooperation.