

**AP® STUDIO ART
2010 SCORING GUIDELINES**

2-D Design Concentration — Section II (continued)

- 6 EXCELLENT CONCENTRATION**
- 6.A The concentration topic and the work presented are unmistakably and coherently integrated.
 - 6.B The investigation of the concentration topic provides convincing evidence of informed decision making and discovery.
 - 6.C The concentration clearly demonstrates an original vision and innovative ideas and/or risk taking.
 - 6.D An evocative, engaging theme is sustained through most of the work within the concentration.
 - 6.E The work shows a thorough understanding and effective application of 2-D design principles.
 - 6.F In general, the work is technically excellent; materials and media are used effectively to express ideas.
 - 6.G The work conveys a sense of transformation and most works demonstrate a distinct measure of success.
 - 6.H Any apparent appropriation of published or photographic sources of the work of other artists clearly provides a visual reference that is transformed in the service of a larger, personal vision in which the student's "voice" is prominent.
 - 6.J Accomplishment among the works may vary, but overall the work reaches a level of excellent quality.
- 5 STRONG CONCENTRATION**
- 5.A The concentration topic is successfully integrated with most of the work presented.
 - 5.B The investigation of the concentration topic provides evidence of thoughtful decision making and of discovery in many works.
 - 5.C The work for the concentration generally demonstrates original and innovative ideas.
 - 5.D An evocative, engaging concentration theme is clearly present in much of the work.
 - 5.E Overall the work shows understanding and effective application of design principles; there may be some less successful pieces.
 - 5.F The work is technically strong; materials and media are used well to express ideas.
 - 5.G The work generally exhibits transformation and many works demonstrate a measure of success.
 - 5.H Any apparent appropriation of published or photographic sources or the work of other artists shows a strong sense of the student's "voice" and individual transformation of the images.
 - 5.J There may be varying levels of accomplishment among the works, but overall the work is of strong quality.
- 4 GOOD CONCENTRATION**
- 4.A The concentration topic and the work presented are closely related.
 - 4.B Some clear decision making and discovery are evident in the investigation of the concentration.
 - 4.C The concentration demonstrates some originality, and the work shows some innovative thinking.
 - 4.D A clear theme that engages the viewer with some of the work is discernable.
 - 4.E The work is inconsistent in quality, but overall the understanding and application of design principles is good.
 - 4.F The work demonstrates good technical competence and use of materials and media; technical aspects and articulation of ideas do not always work together.
 - 4.G Apparent transformation is noticeable, but the scope of the work is limited or repetitive.
 - 4.H With the apparent appropriation of published or photographic sources or the work of other artists, the student's "voice" is discernable; the images have been manipulated to express the student's individual ideas.
 - 4.J There may be uneven levels of accomplishment among the works, but overall the work is of good quality.
- 3 MODERATE CONCENTRATION**
- 3.A The connection between the concentration topic and the work is evident but erratic.
 - 3.B Decision making is sporadic, and the work demonstrates little sense of investigation or discovery.
 - 3.C An idea for a concentration is presented, and some original ideas or attempts at innovation with materials and techniques seem to be emerging.
 - 3.D A potentially engaging theme is somewhat discernable but is inadequately considered.
 - 3.E Some development is evident, but only a moderate understanding and superficial application of design principles are demonstrated.
 - 3.F Though uneven, the work demonstrates emerging technical competence and some knowledgeable use of materials and media.
 - 3.G Some transformation is discernable, but the scope of the work is narrow and/or repetitive.
 - 3.H If published or photographic sources or the work of other artists are appropriated, the work appears to be nearly direct reproductions; even if skillfully rendered, the student's "voice" and the individual transformation of the images are minimal.
 - 3.J There may be an emerging level of accomplishment among the works; overall the work is of moderate quality.
- 2 WEAK CONCENTRATION**
- 2.A There is a sense of a concentration, but integration of the topic and the work is inadequately considered.
 - 2.B Decision making is lacking; the work appears inadequately thought out and insufficiently explored.
 - 2.C An idea for a concentration is presented, but the ideas in the work are unoriginal or rely mostly on appropriation.
 - 2.D A potentially engaging theme is present but is largely unsuccessful.
 - 2.E A concentration is evident, but the work shows a weak understanding or random application of design principles.
 - 2.F Overall the work demonstrates marginal technical competence and awkward use of materials and media.
 - 2.G The work is mostly repetitive; only a few pieces suggest growth or show slight signs of transformation.
 - 2.H The works appear to be direct copies of published or photographic sources or the work of other artists; there is little discernable student "voice" or individual transformation.
 - 2.I The images are difficult to see properly because they are too small, unfocused or poorly lighted.
 - 2.J Little evidence of accomplishment is demonstrated; overall the work is of weak quality.