

## **School of the Arts: Visual Arts (Information Design)**

### **Selection Criteria Rubric**

A selection criteria rubric is used to collate ratings of the selection panels. The following scoring guide is used for each of the selection criteria listed in the categories below:

- Does not meet minimum requirements
- Meets minimum requirements
- Exceeds minimum requirements
- Far exceeds minimum requirements

#### **1. QUESTIONNAIRE**

- Academic performance
- Academic profile
- Technical and written language
- Involvement with leadership activities, other extra-mural activities and work experience.

#### **2. CONCEPTUALISATION TEST**

The questions and exercises in the conceptualisation test are formulated to test the following skills:

- Analytic and articulation skills: The ability to answer and interpret questions clearly in written form.
- Visualisation skills: The ability to clearly communicate ideas, instructions and interpretations through visual form.
- Lateral thinking skills/fluency and flexibility of thinking: The ability to generate fresh ideas, the ability to approach and solve problems from a different point of view (generally known as 'thinking outside of the box').
- Visual literacy: The ability to interpret and understand visual messages.
- Visual selection: The ability to be visually discerning.
- Time management and efficiency, for example, completing the tests within the allocated time.

#### **3. PORTFOLIO AND DRAWING TEST**

The drawing test and portfolio serve to gauge the following competencies:

- Technical skills with regard to presentation and indications of skill and experience in drawing/painting, sculpting and etc.:
- Artist sensibilities as shown in:
  - Compositional and layout skills
  - Colour sensitivity
  - Understanding and visual articulation of spatial relationships and depth
  - Mark-making
  - Potential regarding the ability for conceptual thinking and visual articulation.

#### **4. INTERVIEW** (Depending on the circumstances: either In-person, or as an electronic submission of a recorded response to provided questions)

The interview questions test the following knowledge, skills and characteristics:

##### **General awareness of current arts/design-related affairs**

##### **Fine Arts/Information Design profession**

- Knowledge of artists/designers and an understanding of the art/design world.

##### **Course knowledge**

- Knowledge of course structure (subjects and content).
- Awareness of objectives/outcomes after completing the course.

##### **Visual analysis and interpretation**

- Level of visual literacy: Observation skills, identification of cues/signs, ability to decode/interpret signs and artworks.
- Feasibility of interpretations: Realistic, insightful, demonstration of above-average interpretation skills.

##### **Interpersonal/communication skills**

- Personal presentation and conduct as demonstrated in professional conduct and confidence and the projection of enthusiasm and maturity.
- Articulation skills and the ability to clearly and convincingly express ideas.

##### **Independence, motivation and resilience**

- Evidence of independent thinking: Confident and justified expression of own ideas and viewpoints.
- Independence and motivation in choice of career and related choice of institution.
- Ability to deal with conflict, pressure and/or competitive environment.