Millwork Commons Video Wall | Project Evaluation Rubric

Criteria #1: The work is visually engaging, dynamic, and highlights the creative potential of video as a medium.

4-5 out of 5 ranking: The Artwork Description and Sample are in significant or total alignment with the statement above.

3 out of 5 ranking: The Artwork Description and Sample share some alignment with the statement above.

1-2 out of 5 ranking: The Artwork Description and Sample have little to no alignment with the statement above.

Criteria #2: The artist/s and their work exemplify the values of Millwork Commons.

4-5 out of 5 ranking: The Artist Statement meaningfully reflects and/or incorporates the values of Millwork Commons.

3 out of 5 ranking: The Artist Statement somewhat reflects and/or incorporates the values of Millwork Commons.

1-2 out of 5 ranking: The Artist Statement includes little to no reflection and/or incorporation of the values of Millwork Commons.

Criteria #3: The artwork meets the following criteria:
- works well without sound;
- is visually accessible, meaning it presents content in a manner that can be easily seen and/or understood by people with visual impairments;
- does not include elements that may trigger photosensitivity such as high-frequency flashing, high-contrast patterns, and intense light sources;
- does not depict the following content:
  - Political propaganda
  - Religious propaganda
  - Explicit: Includes foul language, violence, sexually explicit, or trauma-inducing depictions.

4-5 out of 5 ranking: The Submission Sample (and full work) meets all of the above criteria.

3 out of 5 ranking: The Submission Sample (and full work) meets most of the above criteria, but produces some questions or uncertainty.

1-2 out of 5 ranking: The Submission Sample (and full work) meets little to none of the above criteria and produces significant questions and/or concerns.

*Amplify Arts staff do not evaluate applications. During the selection process, Amplify Arts staff offer decision making support and context based on applicants' responses to demographic questions and work sample materials within the application.