

BA APPLICATIONS RUBRIC 2018

Item Weighting / Selection Criteria	85-100	75-84	65-74	50-64	0-49
<p>1) Your Story (25%)</p> <p>A commitment to a career in the creative industries and what it takes to get there</p> <p>Creative thinking in the form of storytelling</p> <p>A capacity for study</p>	<p>High potential as a creative storyteller as evidenced through an engaging narrative that gives a strong sense of the applicant's personality. The story is compelling and distinctive. The story conveys a strong sense of the applicant's motivation and inspiration to study the BA.</p>	<p>Significant potential as a creative storyteller as evidenced through a clear narrative that gives a good sense of the applicant's personality. The story is perhaps compelling or distinctive. The story conveys a good sense of the applicant's motivation and inspiration to study the BA.</p>	<p>Some potential as a creative storyteller as evidenced through a narrative that gives a sense of the applicant's personality. The story is interesting but may not be distinctive. The story indicates the applicant's motivation and inspiration to study the BA.</p>	<p>The narrative gives some sense of the applicant's personality, but may not be structured to convey the applicant's potential as a storyteller. The story may not clearly indicate the applicant's motivation or inspiration to study the BA.</p>	<p>The story is lacking in a narrative structure or clear sense of personality, and fails to convey the applicant's motivation to study the BA.</p>
<p>2) Achievements & Activities (5%)</p> <p>A commitment to a career in the creative industries and what it takes to get there</p> <p>A capacity for study</p>	<p>High engagement in numerous activities (5+), or exceptionally deep engagement in one or more specialised areas of interest with direct relevance to creative (art/design) spheres. Substantial engagement with community activities is demonstrated in addition to academic or other achievements.</p>	<p>Significant engagement in a number of activities (3-4) related to the creative industries with evidence of community engagement.</p>	<p>Standard level of engagement in two or three activities, applicable in some way to a career in the creative industries.</p>	<p>Some activities or achievements with limited relevance to creative work.</p>	<p>No activities/achievements or activities/achievements included have no relevance to the creative industries.</p>

<p>3) Review of an Australian Creative Piece (20%)</p> <p>An ability to produce and communicate thoughts and feelings about a piece of work</p>	<p>Excellent assessment of the piece as evidenced by a comprehensive analysis (personal or otherwise) of its formal qualities, thematic content, and/or its political, economic, social or cultural context. Excellent expression of personal reaction to the piece including a sophisticated understanding of central themes and key elements.</p>	<p>Good assessment of the piece as evidenced by an adequate analysis (personal or otherwise) of its formal qualities, thematic content, and/or its political, economic, social, or cultural context. Personal reaction to the piece is clearly expressed, including a sound understanding of central themes and key elements.</p>	<p>Adequate assessment of the piece as evidenced by an identification of its formal qualities linked to discussion of its thematic content and context. Some personal reaction is expressed.</p>	<p>Candidate correctly identifies few of the formal features of the text or does not link these features to the text's themes or context. Personal reaction is not clear.</p>	<p>Text is not Australian and/or response does not communicate the candidate's reaction to the piece. Features of the text are not identified or linked to its themes or context.</p>
<p>4) Creative Work (40%)</p> <p>Creative thinking in the form of storytelling</p>	<p>Conceptualisation of story is interesting and engaging. The idea is ambitious and/or challenging to realise. The piece is clearly and effectively structured, generating and maintaining audience interest. The work demonstrates a creative use of the medium and expresses its ideas with economy.</p>	<p>Conceptualisation of story is clear and engaging. The idea is somewhat challenging to realise. The piece is well-structured and generates audience interest. The work demonstrates an appropriate use of the medium, and is concise and focused.</p>	<p>Conceptualisation of story is successful, but may contain gaps or inconsistencies. The finished product may demonstrate potential which is not always wholly achieved or evidenced. The piece is adequately structured. Audience engagement is achieved but may be inconsistent.</p>	<p>Conceptualisation of story contains many gaps or may be expressed inelegantly. The idea is lacking in ambition or offers little challenge. The finished product may demonstrate potential, but this is never fully achieved. Attempts have been made to provide structure the piece and engage with an audience.</p>	<p>Story is not sufficiently conceptualised or is substantially derivative. No risks will be taken, and the finished project may be poorly structured, display a lack of cohesion, and/or fail to engage an audience.</p>

<p>5) Letter of Recommendation (10%)</p> <p>*rubric assigns weighting to the letter in an inverse correlation. See boxes for details.</p>	<p>Letter advocates effectively for the candidate by adding substantially to the application in a way that substantially impacts the overall impression of the candidate. Impact includes but is not limited to: advocating for the skills and attributes of the candidate; describing additional experiences and/or achievements not mentioned elsewhere in the application; or illuminating challenges the candidate has overcome on his/her journey to apply.</p>	<p>N/A</p>	<p>N/A</p>	<p>Letter enhances the application to some degree by advocating for the candidate in ways that are not otherwise demonstrated throughout the application, but does not substantially change the overall impression of the candidate.</p>	<p>Letter does not enhance the application.</p>
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