

BA APPLICATION RUBRIC 2020

Item Weighting / Selection Criteria	85-100	75-84	65-74	50-64	0-49
1) Your Story (25%) A commitment to a career in the creative industries and what it takes to get there Creative thinking in the form of storytelling A capacity for study	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.	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.	Some potential as a creative storyteller as evidenced through a clear narrative that gives a good 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.	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.	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.
2) Achievements & Activities (5%) A commitment to a career in the creative industries and what it takes to get there A capacity for study	Highly engaged in numerous activities (5+) with particular attention to creative (art/design) spheres. Engagement with community activities is in addition to academic or other achievements.	Significant engagement in a number of activities (3-4). Some activities are creative or community-based.	Standard level of engagement in activities, which may or may not be creative (2-3).	Few if any activities or achievements.	No activities. Low academic or work-related achievements.
3) Review of an Australian Creative Piece (20%) An ability to produce and communicate thoughts and feelings about a piece of work	Excellent assessment of the piece as evidenced by an 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.	Good assessment of the piece as evidenced by an analysis (personal or otherwise) of its formal qualities, thematic content, and/or its political, economic, social, or cultural context. Good expression of personal reaction to the piece including a sound understanding of central themes and key elements.	Adequate assessment of the piece as evidenced by an explanation of its formal qualities and thematic content. Some personal reaction is expressed.	Basic comprehension of how to assess the piece. Minimal explanation of its formal qualities and content. Personal reaction is not clear.	Insufficient comprehension of how to assess the piece. Explanation of its formal qualities is non-existent and/or inadequate.

<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 artefact 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 artefact 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 may be inconsistent.</p>	<p>Conceptualisation of story is attempted, but 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 or evidenced. The piece is adequately structured. Audience engagement may be inconsistent.</p>	<p>Poor conceptualisation of story that expresses itself as a laboured, simplistic artefact. 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) Contribution to the cohort (10%)</p>	<p>Candidate would make an extremely beneficial and positive contribution to the cohort, either through their diversity of background, age or commitment to telling stories across emerging platforms.</p>	<p>NB: Through our assessment process, AFTRS is looking to develop a balanced cohort where the skills, attitudes and experiences of our students complement one another. We believe this has an important impact on both creativity and professional practice of our students.</p> <p>As such, each assessor is able to offer marks to up to 10 applicants who they feel will make a significant contribution to the makeup of the cohort overall. This, in effect, acts as an adjustment factor.</p>			