



# **ART AYIC**

## **PROMPTS & CRITERIA**



## PROMPT

Languages are a representation of identity and a means of passing on cultural knowledge.

However, with globalization, and rapid acceleration in language extinction, one language dies every 40 days. Create a multimedia project that explains what language extinction is to you.

## CRITERIA

### INNOVATION, CREATIVITY & ORIGINALITY

- 7-8** Pioneering use of materials/technology; redefines norms.
- 5-6** Clever twists on existing ideas; fresh execution.
- 3-4** Mildly innovative but safe or familiar.
- 0-2** Lacks inventive thinking.



## CRITERIA

### TECHNICAL SKILL & EXECUTION

- 6-7** Masterful control; elevates the concept.
- 4-5** Competent but lacks polish.
- 2-3** Inconsistent or distracting flaws.
- 0-1** Poor technique

## CRITERIA

### CONCEPTUAL DEPTH

- 6-7** Challenges perspectives; profound social/emotional impact.
- 4-5** Clear intent but surface-level.
- 2-3** Confusing or clichéd.
- 0-1** No meaningful concept.



# CRITERIA

## ARTIST STATEMENT

- 6-7** Deep reflection; clarifies innovation and intent.
- 4-5** Describes work but lacks insight.
- 2-3** Disconnected or perfunctory.
- 0-1** Missing.