

AFCS Art Proposal Scoring Rubric

Category	Description	Weight	Scoring Guide	Score (1-5)	Weighted Score	Comments and Reasons for Score
1. Artistic Vision and Relevance	How well does the proposed artwork reflect AFCS' Hope and Dream, Vision, Mission and Values?	25	1. No clear connection 2. Minimal alignment 3. Somewhat aligns with key themes 4. Strong thematic connection and symbolism 5. Deeply reflective of AFCS's identity, aspirations, values, etc.		0	
2. Cultural Integrity and Representation	Does the proposed artwork demonstrates Indigenous culture, traditions and teachings? Does it portray harm or misrepresent Indigenous culture?	25	1. Lacks cultural grounding or awareness 2. Basic representation but lacks depth 3. Adequate cultural inclusion 4. Culturally authentic and thoughtful 5. Deeply respectful, grounded in Indigenous worldviews and teachings		0	
3. Artistic Innovation	How does the design demonstrate originality, and innovation? What is the impact of the design on the viewer?	25	1. Unoriginal or unclear concept 2. Minimal creativity or impact 3. Some creative elements 4. Strong artistic concept with visual appeal 5. Exceptional creativity and strong emotional impact		0	
4. Content Execution	Is the proposed artwork age appropriate? Does it depict violence or trauma? Does it portray mental, physical, emotional or spiritual harm?	5	1. Inclusion of inappropriate, violent or harmful imagery 2. Some elements may be unsuitable for all ages or could cause distress 3. Generally appropriate with minor concerns regarding sensitive content 4. Appropriate for all audiences: no visible harm portrayed 5. Fully appropriate and promotes holistic wellbeing		0	
5. Feasibility and Technical Execution	What is the sustainability of the materials? Durability? Adherence to specifications (16' x 8', portable)?	5	1. Does not meet technical guidelines 2. Limited feasibility 3. Meets minimum technical standards 4. Well-planned and feasible 5. Fully compliant, structurally sound, and technically excellent		0	
6. Artist Statement	What is clarity and depth of description of the proposed artwork?	5	1. Missing or unclear explanation 2. Basic description with limited insight 3. Adequate explanation 4. Clear, meaningful, and connected narrative 5. Deeply insightful, authentic, and reflective statement		0	
7. Budget and Value	Is the proposal reasonable, and does it stay within the budget?	5	1. Over budget or unrealistic 2. Minimal cost breakdown 3. Acceptable but lacks clarity 4. Well structured and reasonable 5. Detailed, transparent, and excellent value for AFCS		0	
8. Artist Capacity	What is the artist's portfolio and experience and does it relate to this project? Are they able to deliver on time and meet agreed upon milestones?	5	1. Insufficient experience 2. Limited relevant experience 3. Adequate qualifications 4. Strong record of similar work 5. Exceptional skill and proven reliability		0	
TOTAL	Minimum overall score is 20, maximum overall score is 100			0	0	

Rating Scale

90–100: Exceptional – fully meets and exceeds expectations

75–89: Strong – meets most expectations with minor gaps

60–74: Adequate – meets minimum expectations

45–59: Limited – partially meets expectations

Below 45: Not Recommended