

UNT CVAD Fashion Design Entry Review  
**Digital Submission Rubric**

Student Name: \_\_\_\_\_

Components		Ratings / Criteria					Total
		Excellent (4 pts)	Good (3pts)	Average (2 pts)	Poor (1 pts)	No Credit (0 pts)	4 pts
Component 1	<b>Personal Statement</b>	Fully followed instructions, with strong punctuation, grammar, and vocabulary. Well-organized, clear, and insightful content with no significant errors.	Mostly followed instructions, with minor errors in punctuation and grammar. Organized and clear, with minimal errors.	Followed basic instructions but missed some elements. Adequate writing with noticeable errors.	Did not fully follow instructions, with frequent errors in writing. Disorganized content.	Statement is missing or is out of context.	
	<b>Garment Design and drawing</b>	Innovative, well-executed design with strong aesthetic appeal. Flat drawing is precise, clear, and accurately represents the design.	Design is well thought-out and aesthetically pleasing. Flat drawing is clear and mostly accurate.	Design lacks innovation or appears underdeveloped. Flat drawing is present but lacks precision.	Design is poorly executed with significant flaws. Flat drawing is unclear.	Design and drawing are missing.	
		<b>Garment Pattern and manipulation</b>	Pattern is precise, clean, and well-marked. Excellent pattern manipulation. Direction card is clear and detailed.	Pattern is mostly accurate with minor errors. Direction card is clear but could be more detailed. Pattern manipulation is evident.	Pattern has several errors affecting fit. Direction card lacks clarity. Pattern manipulation is inconsistent.	Major inaccuracies in pattern. Direction card is unclear or missing. Pattern manipulation is poor or ineffective.	Pattern and direction card are unfinished or missing.
<b>Garment construction</b>	Excellent craftsmanship. Seams, hems, and finishes are clean and precise	Construction is strong with only minor flaws in seams, finishing, or pressing.	Garment has noticeable construction issues.	Construction is poor with major flaws.	Construction is unfinished or missing.		
Component 3	<b>Mood Board</b>	Accurately included relevant visual information which includes color palette and theme or seasonal attitude as appropriate to the selected brand.	Information is partially included but needs more visuals to clearly express color or attitude as appropriate to client selected.	Some color and appropriate seasonal theme info, but the visuals are not appropriate to the selected client.	Basic information is present but lacks clarity, cohesion, or connection to the brand's identity.	Mood board is incomplete or missing.	
	<b>Customer Board</b>	Accurately included relevant visuals representing the customer's lifestyle, preferences, demographics, and psychographics, with excellent clarity and alignment to the target audience.	Visuals and customer details are mostly accurate but need minor improvements to better align with the target audience's lifestyle or preferences.	Some elements are included, but the connection to the target customer unclear, or one or two key elements are missing.	Basic information is present, but lacks clear customer identity, with visuals only loosely connected to the target audience.	Customer board is incomplete or missing	
	<b>Line Sheet</b>	Fully and professionally represented product(s) in the Line Sheet which are appropriate to the selected client and cohesively align with the Mood Board and Concept Board.	Nearly fully represented product(s) in the Line Sheet but may need some small adjustments.	Product(s) are represented, but some elements do not align with the selected client, Mood Board, or Concept Board.	There are significant gaps in alignment with the client, Mood Board, Concept Board, or industry standards.	Line Sheet is incomplete or missing.	
	<b>Submission Quality</b>	All submission components exceed the required formatting standards.	Submission meets required formatting standards, with only minor issues.	Submission meets most required formatting standards.	Ineffective submission attempt.	Submission is missing.	