The 4Cs for Evaluating Art

Created by Megan Bonistalli, Seneca Valley High School, Art Department

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**Context:** the set of facts or circumstances that surround a situation or event. Example: “a historical context.” The context could be the parameters of the assignment.

**Concept:** the message, communicating what something is about.

**Creativity:** the experience of thinking, reacting, and working in an imaginative and idiosyncratic way, which is characterized by a high degree of innovation and originality, divergent thinking, and risk taking.

**Craftsmanship:** the application of a skill and dexterity in creating a work of art.

Directions

Choose three of the items on display. Rate them with a scale of 1 = weakest to

5 = strongest on Context, Concept, Creativity, and Craftsmanship. Explain briefly your rating of each object.

1. Object:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Wrapped in:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Context: 1 2 3 4 5

Concept: 1 2 3 4 5

Creativity: 1 2 3 4 5

Craftsmanship: 1 2 3 4 5

1. Object:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Wrapped in:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Context: 1 2 3 4 5

Concept: 1 2 3 4 5

Creativity: 1 2 3 4 5

Craftsmanship: 1 2 3 4 5

1. Object:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Wrapped in:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Context: 1 2 3 4 5

Concept: 1 2 3 4 5

Creativity: 1 2 3 4 5

Craftsmanship: 1 2 3 4 5