

APPENDIX [IV]

SELECTION CRITERIA AND EVALUATION RUBRIC

The artist proposals will be evaluated against the following selection criteria using the rubric listed below:

	CRITERIA	RUBRIC
A	Does the concept facilitate meaningful connections between people?	<p>0: No emphasis on connectedness</p> <p>1: Little to no emphasis on connectedness</p> <p>2: Some attempt at fostering connections, but lacks depth or impact</p> <p>3: Strongly encourages connections and enhances community engagement</p>
B	Does the art thematically connect the sites – trails and downtown?	<p>0: No thematic connections between the sites</p> <p>1: Limited thematic connection, lacks depth and impact</p> <p>2: Moderate thematic connection, some elements bridge the sites</p> <p>3: Strong thematic connection, effectively integrates and resonates with both sites</p>
C	Does the concept reflect a sense of welcome for community members and visitors to Holliston?	<p>0: The art is exclusionary</p> <p>1: Some/ limited inclusivity elements represented but improvements needed</p> <p>2: Moderately inclusive, with elements attempting to engage a diverse range of community members and visitors to Holliston</p> <p>3: Highly inclusive, actively welcoming all community members and visitors to Holliston</p>
D	Does the artist's concept and preliminary drawing/portfolio demonstrate high artistic quality and originality?	<p>0: Poor aesthetic quality</p> <p>1: Basic artistic merit, but lacks creativity or impact</p>

		<p>2: Good artistic quality, shows creativity and enhances visual appeal</p> <p>3: Excellent artistic quality, elevating the area with innovative and captivating design</p>
E	Does the concept reflect the unique identity, history and cultures of Holliston?	<p>0: No connection to the unique identity, history and cultures of Holliston</p> <p>1: Minimal reference to the unique identity, history and cultures of Holliston</p> <p>2: References some elements of the unique identity, history and cultures of Holliston</p> <p>3: Meaningfully and comprehensively represents the unique identity, history and cultures of Holliston</p>
F	BONUS: Does the concept include elements that are hung from the rafters of the Blair Square pavilion?	<p>0: No</p> <p>1: Yes</p>
G	Do they call attention to the site and to the art?	<p>0: No</p> <p>1: Yes</p>
	TOTAL POINTS:	