

	[0]	[1]	[2]	[3]	[4]	[5]
<b>BASIC SKILLS</b>						
First impression						
Use of color						
Use of line						
Use of medium & materials						
Anatomy						
Faces						
Perspective						
Composition						
<b>PICTORIAL LEGIBILITY</b>						
Consistency of faces						
Consistency of figures						
Consistency of place						
Inherent logic: figure/space relationship						

<b>CASTING</b>						
Accuracy & appropriateness of age shown						
Variety of age shown						
Distinctiveness of faces						
Variety of characters and faces						
<b>ACTING</b>						
Clarity of expression & body language						
Credibility of expression & body language						
Range of expression & body language						
Appropriateness of expression & body language						

<b>COMMUNICATION</b>						
Variety of vantage point						
Variety of composition						
Variety of moods						

<b>NARRATIVE</b>						
WHO does WHAT to WHOM						
WHEN and WHERE						
HOW and WHY						

	[0]	[1]	[2]	[3]	[4]	[5]
<b>NARRATIVE INSTINCTS</b>						
Pacing						
Do scenes create suspense						
Do scenes create interest						
Emotional impact						
<b>ORIGINALITY</b>						
Authenticity of voice						
Distinctiveness of style						
Appeal of characters						
Originality of concept/story						
Fresh point of view						

<b>PORTFOLIO PRESENTATION</b>						
Organization of materials						
Consistency of style within portfolio						
Range of style within portfolio						
Consistency of proficiency between styles						

	yes	no
Appropriate for children's publishing?		
Appropriate match of style, technique and subject matter?		
Appropriate match of content, visual complexity & age level of protagonist?		

<b>KEY</b>	
[0] Not Shown	
[1] Needs work	
[2] Has potential	Seek additional training
[3] Proficient	Improving and demonstrating control of Basic Skills
[4] Professional	Others are willing to pay for your work
[5] Wow!	In a room full of professional work, your work stands out

*Cecilia Yung, an art director, prepared this information as a place to begin the conversation about your portfolio from an Art Director's perspective. She encouraged that this information be shared and updated as necessary to better prepare illustrators for the children's publishing market. —Thank you, Cecilia!*