



2025 Mural Artist Selection Rubric

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

	CRITERIA	RUBRIC	SCORE
A	Does the concept Facilitate a connection to the mission of CMoW?	0: No connection 1: Little or no connection 2: Some attempt at connection 3: Strongly illustrates connection to the mission of the Museum.	
B	Does the Art Thematically connect the Port Wing of the Museum with our region?	0: No thematic connection 1: Limited Thematic Connection, lacks depth 2: Moderate Thematic Connection; some elements included 3: String Thematic connection: effectively integrates the Port Wing to the Cape Fear region	
C	Does the art reflect the diversity of the Children and visitors who visit the Museum?	0: The art is exclusionary 1; Some/ Limited inclusivity elements but needs improvement 2: Moderately inclusive, with elements attempting to engage a diverse range of children and visitors.. 3: Highly inclusive, actively welcoming all Museum children and visitors.	
D	Does the artist's concept and preliminary drawing/portfolio demonstrate high artistic quality and originality?	0: Poor aesthetic quality 1: Basic artistic merit, but lacks creativity or impac 2: Good artistic quality, shows creativity and enhances visual appeal 3: Excellent artistic quality, elevating the area with innovative and captivating design	
E	Does the concept reflect the unique identity and history of	0: No connection to the unique identity, history and cultures of the Museum/ Cape Fear region 1: Minimal reference to the unique identity, history	

	the Cape Fear region and the Museum?	and cultures of the Museum/ CF region 2: References some elements of the unique identity, history and cultures of the Museum/ CF region 3: Meaningfully and comprehensively represents the unique identity, history and cultures of the Museum	
	TOTAL		