

Appendix J- Evaluation against criteria

	Aesthetics	Functionality	Sustainability Content	Audience
5-6 Substantial	i) The art is substantially appealing visually. ii) Color combinations are substantially pleasing and appropriate. iii) There is substantial balance, rhythm and harmony in the art.	i) The art substantially inspires floral artists to create eco-friendly and sustainable art. ii) Demonstrates substantial development of skills and techniques to create the art. iii) Demonstrates substantial exploration of ideas and creative thinking. iv) The art substantially represents an Eastern culture.	i) The materials used to create the art are substantially eco-friendly and sustainable (the calculated carbon footprint of the floral art is 61-80% less than if flowers were used). ii) A substantial variety of eco-friendly materials have been used to create the art (4to 5 materials).	The art is targeted towards floral artists.
7-8 Rigorous	i) The art is extremely appealing visually. ii) Color combinations are excellent and extremely pleasing. iii) There is excellent balance, rhythm and harmony in the art.	i) The art is extremely inspiring to floral artists to create eco-friendly and sustainable art. ii) Demonstrates excellent development of skills and techniques to create the art. iii) Demonstrates excellent exploration of ideas and creative thinking. iv) The art is an excellent representation of an Eastern culture.	i) The materials used to create the art are extremely eco-friendly and sustainable (the calculated carbon footprint of the floral art is 81-100% less than if flowers were used). ii) An excellent variety of eco-friendly materials have been used to create the art (more than 5 materials).	The art is targeted towards floral artists who care about the environment and are willing to make a change.

Justification for assigned grades:

- **Aesthetics:** The art has a visual appeal and is eye-catching as it looks interesting and different, and arouses curiosity in the viewer. Feedback by floral expert Phubast Chesdmethee, also stated that the art is extremely appealing visually. The turmeric art uses only three colors, which brings out the beauty of the natural color of turmeric. The landscape uses earthy colors and is in complete harmony (please see **product screenshots** at end of report). However, there is no end to perfection in art, and as a novice, I don't see how I can grade myself with the top grades for strands ii and iii of aesthetics.
- **Functionality:** The bold colors have been chosen to represent a hair accessory in Eastern culture, and plays the part quite well. Similarly, the landscape and the turmeric art use eastern spices, representing eastern culture well. The compelling structures stimulate the viewer and show technique and creative thinking. Although the materials used would engage an artist to be interested in sustainable art; I think I would need to create an option in the traditional style too (in a vase), as suggested by floral expert Chesdmethee. This would be appropriate for a more orthodox audience.
- **Sustainability content:** I think I can safely grade this at 7, as it matches the numeric criteria. The calculated carbon footprint is up to 8000% less than if flowers were used, and not just 81 to 100%, (please see **Appendix H** for calculations). Additionally, 15 sustainable materials have been used for my art (see **Appendix H**). The criteria mentions use of more than 5 materials, so this has been achieved.
- **Audience:** The art is clearly targeted towards floral artists who care about the environment and are willing to make a change. The fact that fresh flowers are not used, are in itself a testimony for this. It would take a person who cares about the environment to take to using seeds to create floral art.

Improvements for next time:

Functionality: Create an option in the traditional style too (in a vase), for audiences who are more orthodox in their creations.