

## DIGITAL PHOTOGRAPHY ASSIGNMENT/PROJECT RUBRIC

Area of Focus	Excellent High Achieving      10 points each	Average Moderate Achieving      8 points each	Below Average Poor      6 points each	Score
<b>Assignment Specifications/ Requirements</b> (Subject matter, number of images, resolution, etc.)	Strong choice of subject matter. Images are edited, enhanced to achieve the most striking photograph/image. Proper sizing, resolution, etc. Photos/Project fully meets or exceeds requirements.	Images meet the minimum level of quality and subject matter to satisfy the assignment. Subject matter could be improved; some images seem to be filler material. Shows evidence of some requirements.	Subject matter does not satisfy assignment. Images are missing. Shows minimal to no evidence of requirements or no work submitted.	
<b>Composition</b> (S.C.A.R.E..) Simplify Close/closer Angle Rule of Thirds Even lighting	Strong composition because of layout and placement of camera to subject as well as effective use of compositional techniques. Demonstrates exceptional visual interest.	Image composition has potential, but other angles, positioning of subject and use of compositional techniques will improve your image. Demonstrates some visual interest.	Little to no consideration of basic photographic composition techniques. Backgrounds may be busy or distract from the focal point. Does not demonstrate visual interest.	
<b>Content</b>	Elements and Principles are communicated well. Images thoroughly address an understand of the principles of design.	Ideas are not fully communicated. Images somewhat address the principles and elements of art. Some evidence of thoughtfulness.	Weak connection to the theme/topic. Unclear – photos seem random. Little to no evidence of thought, creativity. Further brainstorming ideas is recommended.	
<b>Image Quality</b> (Focus, color, depth of field, photos are edited and filters are applied.	Correct exposure for the setting. Use of color (and/or grayscale) coincides with the subject and the mood of the image. Focus and depth of field effectively contribute to a powerful image.	Photo taken at appropriate exposure. Use of color (and/or grayscale) adequate. Focus and depth of field somewhat adequate.	Some or most images are too dark or too light distracting form the subject or mood of the photo. Focus and depth of field do not follow project guidelines, image out of focus, poor depth of field.	
<b>Creativity/Originality</b>	Amazing photograph/project. Well organized, unified meaning. Interesting, different, effective, unique approach to assignment. Excellent photo editing, enhancement.	Good approach showing some creativity but could have been planned, executed and enhanced to achieve a more powerful image.	Photo shows little to no creativity. Dull, lacks impact.	

Total \_\_\_\_\_

Comments: