

AESTHETICS and CREATIVE ELEMENTS 48%	Excel	Good	Avg	Fair	Poor	Score
Composition: Have the compositional elements including Rule of Thirds, leading and directional lines, visual balance, perspective, color or tonal schemes, etc. been used to enhance the image?	12 11 10	9 8	7 6	5 4	3 2 1	
Framing and Cropping: Has student homed in on the core photographic subject and eliminated distracting or irrelevant areas of either visual data or tonal extremes?	12 11 10	9 8	7 6	5 4	3 2 1	
Artistic and Emotional Content: Has the student taken this shot beyond the snapshot level by infusing it with an emotional content to draw the viewer into the image's world and their feelings of the photo? Is point of view unique?	12 11 10	9 8	7 6	5 4	3 2 1	
Above and Beyond: Did student take the assignment concept and push it beyond the simple requirements on the handout or lecture and turn it into their own artistic image and concept? Did they strive to do their best possible work?	12 11 10	9 8	7 6	5 4	3 2 1	
Total Points for This Section (Possible 48)						

TECHNICAL ELEMENTS (32%)	Excel	Good	Avg	Fair	Poor	Score
Camera Operations: Considers as applicable, focus, exposure, white balance, use of aperture and shutter for image control, was camera and lens choices effective in enhancing the final image.	8	7 6	5 4	3 2	1	
Tonalities: Are highlights and shadows rich with detail, Is the contrast appropriate? Does print or file exhibit proper luminosity and contrast?	8	7 6	5 4	3 2	1	
Color: Is the white balance proper and are colors rendered or edited to enhance the image quality?	8	7 6	5 4	3 2	1	
General Craftsmanship: From acquisition to conversion to presentation is the craftsmanship on the highest level that can be expected from this class?	8	7 6	5 4	3 2	1	
Total Points for This Section (Possible 32)						

PROFESSIONAL AND OTHER ELEMENTS 20%	Excel	Good	Avg	Fair	Poor	Score
Deadline: Was print or file turned in on time? (-1 pt per late class period)	5	4	3	2	1	
File or Print Handling: If a print, is the size and mounting as requested and is it clean and finished? If a file, is it named, sized, and uploaded in the file format and on the required media as specified in the handout or lecture?	5	4	3	2	1	
Presentation: If a print, is the matting and/or mounting clean and square, and properly cut? If a file, is it turned in using the proper media or location? Is everything labeled as required? Is the envelope (if required) the proper type & size?	5	4	3	2	1	
Following Directions: How well were the directions on the handout followed? Is the final submitted as requested, on topic, and the approach what was required for the project? Are all parts of the project turned in as specified?.	5	4	3	2	1	
Total Points for This Section (Possible 20)						

Total Points for Creative Elements (Possible 48)	
Total Points for Technical Elements (Possible 32)	
Total Points for Professional/Other Elements (Poss 20)	
Total Points for Project (Possible 100)	

COMMENTS:

If checked, there are comments on the back of this sheet