**Digital Photograpy 12 Rubric NAME:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ /30  
CREATIVE COLOUR**

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| **CRITERIA** | **EXCELLENT**  **(5)** | **STRONG**  **(4)** | **GOOD**  **(3.5)** | **MODERATE**  **(3)** | **POOR/WEAK**  **(0-2.5)** |
| **Technical Elements & Edting**  -Focus is sharp where intended to be,  Blurry where needed  -colours are strong and not overdone  -If B/W has a wide range of tones from  Solid black to crisp highlights  -exposure is even, not washed out  Or too dark  -Editing helps to unify the set and brings out the best of  The photo. Editing shows both broad and specific  Areas of enhancement and is always appropriate  For the subject matter.  *Materials/Techniques Used:*   * 5 PHOTOS USING COLOURED PAPER * 5 PHOTOS INCORPORATING NATURE * Flickr page is organized & labelled correctly * Photo Description is present and meaningful | The student is clearly proficient in the use of the camera demonstrating excellent knowledge of light/focus/depth of field and exposure. Subjects and elements that should be sharp are and vice versa blurry subjects are considered appropriately.  Lightroom editing has enhanced the original without being over done or distracting. Details are considered right down to the whites of the eyes. | The student is competent in the use of the camera demonstrating very good knowledge of light/focus/depth of field and exposure with minor weaknesses. Subjects and elements that should be sharp are and vice versa blurry subjects are considered appropriately.  Lightroom editing has enhanced the original without being over done or distracting. Details are mostly considered with some room for improvement. | The student demonstrates a satisfactory use of the camera demonstrating a fairly good knowledge of light/focus/depth of field and exposure however some weaknesses are evident. Subjects and elements that should be sharp are and vice versa blurry subjects are not always considered appropriately.  Lightroom editing somewhat enhances the original without being over done or distracting. Details need to be edited further or even reshot to get a more successful image. | Technical skills needed to resolve ideas are inconsistent. There is little challenge in technique. Technique is inconsistent or erratic.  Lightroom editing is either not evident or it has actually weakened the original image. Details need to be edited further or even reshot to get a more successful image. | Technical skill is generally awkward and there is a lack of understanding of technique. There is little exploration of technique or materials.  There is no evidence of Lightroom editing and the photo  Suffers from this. A reshoot and proper editing are needed  In order to demonstrate  Technical knowledge  Appropriately. |
| **COMPOSITIONAL ELEMENTS:**  **FTF**(Fill the Frame)  **RTC**(Remove the Clutter)  **FTL**(Find the Light) | A professional level of unity is achieved with regards to composition and use of the 3 compositional elements. . An excellent understanding of all 3 of these elements of photography is demonstrated. Even to the untrained eye, there  is a definite strong sense of design purpose in the image. | A strong understanding of understanding of the 3 elements of photography is demonstrated. The work appears well resolved overall. Even to the untrained eye, there is a fairly good sense of design purpose in the image. | A satisfactory understanding of the 3 elements of photography is demonstrated. Work is generally resolved, but there are a few distractions in the visual order and use of the 3 elements.  It may be somewhat  Difficult to discern a purpose to the arrangement of the elements in the image. | Shows an emerging understanding of the 3 elements of photographic composition; however, the work appears to be quite unresolved.  Variety may be present but lack of unity weakens the image. | Shows little understanding of the of photography. Composition is weak and the work is unresolved.  There is no definable Desiqn  Aspect to the image. Variety  May be present but lack of unity weakens the image. |
| **Artistic Intent & Expression/Artistic Voice**  - Engagement in the creative thinking process  - There is a clear intent and complexity of ideas/content is evident  -When an idea was not fully successful, student  Revised and used multiple sources to find inspiration to improve the photo  **EXAMPLES OF CREATIVE RISKS/ GOING BEYOND THE BASICS**  1.  2. | Work is highly unique in its concept. The intent is clear with a high degree of complexity of thought. Risk taking is clearly demonstrated. Student shows strong understanding  Of how to improve/revise/re- compose a photo to its highest level. The final photo looks ready for display and is likely to evoke an interesting response from viewers in regards to its aesthetic and/or creative content. | Work shows evidence of independent thinking and personal voice is clear. Work has a clear direction and purpose but there may be a few problems with making the idea obvious. Risk taking is demonstrated. . Student shows a good understanding  Of how to improve/revise/re- compose a photo to its highest level. The final photo looks ready for display and does not show any areas that  Are clearly in need of  Editing/recomposing. | There is some evidence of personal voice, but the direction and purpose of the work is not fully resolved. Ideas could be more complex. There is some evidence of risk taking. Student shows some understanding  Of how to improve/revise/re-compose a photo to its highest level. The final photo looks almost ready but needs just  More editing needed or perhaps even a reshoot. | There is some evidence of personal voice, but purpose and direction of work is difficult to discern; more clarity in ideas is needed. There is little evidence of challenge or of risk taking. Student shows little understanding  Of how to improve/revise/re-compose a photo to its highest level. The final photo looks unfinished and underdeveloped from a creative standpoint. Requires a reshoot to resolve the issues. | Work visually demonstrates limited unique characteristics. The main idea is completely unclear and/or non-existent. There is no evidence of risk taking. The final photo looks unfinished and underdeveloped from a creative standpoint. Requires a reshoot to resolve the issues. |