**Digital Photography Rubric** **NAME:**

**/40**

**Project:**

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| **CRITERIA** | **EXCELLENT**  **(A/A+)** | **STRONG**  **(B+/A)** | **GOOD**  **(C+/B-)** | **MODERATE**  **(C)** | **POOR/WEAK**  **(C-/’I’)** |
| **Artistic Intent & Expression/Artistic Voice**  - A personal vision is shown in the work, solution and manner of execution.  - Engagement in the creative thinking process  - There is a clear intent and complexity of ideas/content is evident  **/10** | Work is highly unique in its concept, with no obvious reference to previous work or known cultural icons. The intent is clear with a high degree of complexity of thought. Risk taking is clearly demonstrated. | 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. | 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. | 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. | Work visually demonstates limited unique characteristics. The main idea is completely unclear and/or non-existent. There is no evidence of risk taking. |
| **Technical Elements**  - Skillful use of camera  -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  - Experimentation with materials  *Materials/Techniques Used:*  **/10** | The final composition demonstrates a high degree of ambition and confidence in experimenting with the chosen medium. | Most aspects of technique and materials are successfully employed. | Most technical skills are handled well, but skill may be inconsistent. The work is generally of good quality. | Technical skills needed to resolve ideas are inconsistent. There is little challenge in technique. Technique is inconsistent or erratic. | Technical skill is generally awkward and there is a lack of understanding of technique. There is little exploration of technique or materials. |
| **Design Quality/Use of Elements and Principles of Art**  Degree to which visual order is achieved regarding organization of the elements and principles of design into a pleasing visual whole  *Variety of Elements and Principles*  **/10** | A professional level of unity is achieved with regards to composition. An excellent understanding of the principles of design that are used is demonstrated. | Shows a strong understanding of the principles of design that are used. The work appears well resolved overall. | Shows a clear understanding of the principles of design used. Work is generally resolved, but there are a few distractions in the visual order. | Shows an emerging understanding of the principles of design used; however, the work appears to be quite unresolved. | Shows little understanding of the principles of design used. Composition is weak and the work is unresolved. |
| **Assignment Comprehension and Artistic Growth**  - Works within the parameters, understanding the specific skills or ideas intended  - It is visually evident that this work continues to show growth of the artist  *SPECIFIC PROJECT CRITERIA:*  Principles of design and composition  Going beyond just technically demonstrating knowledge of technique. Creative approach to expressing the concepts.  **/10** | Student completed the assignment and made significant personal contributions, exceeding the assignment expectations. There is visual evidence that the student’s artwork continues to grow in both form and content. | Student demonstrated an excellent understanding of the assignment and met all expectations. The student’s artwork demonstrates growth in both form and content when compared to previous artwork. | Student demonstrated a basic understanding of the assignment and met basic expectations. The artwork shows some growth in form and/or content, but there is still room for improvement. | Student had some understanding of the ideas or concepts, but understanding was inconsistent or unclear. The artwork shows limited growth in form and/or content when compared to previous work. | Student failed to understand the intended ideas or concepts. It is not evident that the artwork has grown beyond previous works in content, process and/or technique. |