

Photo Essay Rubric						Score
No Work F 55	Needs Improvement D 67	- Proficient C 73	Advanced Proficiency B 83	- Exemplary A 93	- Outstanding A+ 95-100	#
No work was submitted	Significant problems with the overall image quality demonstrate that the student needs to improve Photoshop skills.	Images meet the criteria for this project; that is, the student has used Photoshop to open, re-size and save files correctly.	All "proficient" criteria have been met plus the images are sharp and the student has used PhotoShop skills where necessary to enhance image quality in terms of contrast and tonal range.	All "advanced proficiency" criteria have been met plus the student has used Photoshop editing tools to produce images that vary in size, orientation, and "view" (wide-medium- close-up).	All "exemplary" criteria have been met plus the student used Photoshop skills to enhance the elements and principles of composition to create images with strong impact.	#
No work was submitted	Work missing / work incomplete	The student wrote an original 1700 – 2000 word essay.	The student wrote an original 1700 – 2000 word essay in which a subject is clearly explained.	The student wrote an original 1700 – 2000 word essay in which a subject is clearly explained using rich vocabulary.	The student wrote an original 1700 – 2000 word essay in which a subject is clearly explained using rich vocabulary and higher level critical thinking skills. Strong reflective insight is demonstrated.	#
No work was submitted	Significant problems with the overall images submitted demonstrate that the student needs to improve visual communication skills.	Images meet the criteria for this project; that is, the student has taken a set of original photos that illustrate/clarify the text of the essay.	All "proficient" criteria have been met plus the student has made a discernible effort to produce a variety of images that cover different aspects of the subject.	All "advanced proficiency" criteria have been met plus the student has made a discernible effort to use images that vary in size, orientation, and "view" (wide-medium- close-up).	All "exemplary" criteria have been met plus images are visually compelling, communicate well, and/or demonstrate an especially imaginative and resourceful use of composition and design skills.	#
No work was submitted	Significant problems with the overall page layout demonstrate that the student needs more practice in organizing images and text.	Student has made a discernible effort to produce a page in which positive space (text, images, etc.) is visually balanced with the negative space.	All "proficient" criteria have been met plus the student has used one or more of the creative techniques demonstrated in class to enhance the page design.	All "advanced proficiency" criteria have been met plus text and images are organized in such a way that viewers can locate desired information quickly	The student has used reflective insight to select and arrange images and to create eye-catching page designs that invite a viewer to read the material. Text and images are organized in such a way that viewers can locate desired information quickly.	#
Other comments:						#
Overall grade: _____						#