

Digital Art 1

STORYTELLING PROJECT RUBRIC

NAME: _____

Target	5	4	3-5	1-3	0	
COMPOSITION POINTS X2	Strong, interesting, engaging composition due to use and placement of compositional elements (elements, principles, balance, cropping, rule of thirds, etc.). Composition has simplicity (no unnecessary stimuli/not cluttered)	Interesting, engaging composition due to use and placement of compositional elements Could be made better with minor changes in compositional elements	Somewhat interesting and engaging composition due to use and placement of compositional elements Could be made better with significant changes	Lack of thoughtful use or placement of compositional elements. Not engaging.	Thought was not put into visual appeal, careless about composition. Not engaging.	Points x2
PURPOSE	Purpose is extremely clear; it is obvious why you made this work. It also relates to project assigned strongly.	Understandable purpose, but not immediate. Strongly relates to project.	Understandable purpose, but not immediate. Somewhat relates to project.	Purpose is there, but takes time to understand, or artist may have to explain it. Purpose does not strongly link to project.	No clear purpose of work.	
CREATIVITY/ ORIGINALITY	Both ideas and composition in the work demonstrate a variety of fresh and innovative thinking effectively; things are looked at from a new perspective. Risks are taken to create innovation. No mimicking or cliché.	Both ideas and composition in the work demonstrate fresh and innovative thinking to some effectiveness. Some risks are taken to create innovation. No mimicking or cliché.	Either ideas or composition in the work demonstrate some fresh and innovative thinking to some effectiveness. Little risks are taken. Some mimicking or cliché.	Little innovation in thinking about ideas or composition. Some mimicking or cliché.	No innovation in thinking; work is significantly copied or cliché.	
LIGHTING	Purposeful lighting, subject can be clearly seen, exposure is accurate. The light works with the point of view and composition to make photo interesting and unique.	Purposeful lighting, subject can be seen almost clearly	Subject is clear due to the lighting conditions, but lighting may be unintentional. Lighting needs to be used more purposefully to portray meaning and subject.	Subject is poorly lit, lighting is unintentional. Lighting does not capture subject/meaning.	Lighting does not light subject	
COLOR/TONE	Wide variety of tones or contrast in use of color, use of color was purposeful	Color use is purposeful, but there could be more contrast/variety in tone	Little variety in tone and contrast. Color is purposeful or if accidental, it's used to photographer's advantage.	Little variety in tone and contrast. Color/tone is accidental and not used to photographer's advantage.	Dull colors/no variety in tone	
CLARITY/FOCUS	Focus is purposeful; subject can be seen clearly. Creative use of focus. Focus is clear; details can be seen. Timing allows capturing of intended moment.	Focus is not purely intentional. Focus is clear enough so details can be seen. Timing allows capturing of intended moment.	Has a little blur, and begins to take away from the photo. Focus is not purely intentional.	Subject is difficult to see due to focus. Blur is distracting.	Out of focus, focus not purposeful	
QUALITY/ CRAFTSMANSHIP	Image is excellent quality (resolution, print, color and exposure correction, matting, etc.)	Image is good quality, one element of quality is not excellent	Image is adequate quality, two or three quality elements are not excellent quality.	Image is adequate quality, multiple elements are poor.	Image is extremely poor quality	

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MEANING/ PHOTOS TELLING A STORY POINTS X2	The meaning is engaging and clear and it relates to the project strongly. Meaning viewer understands from work matches artist's intention Artist can explain meaning clearly. Speaks to artist's and viewer's experiences. Makes viewer feel/think something.	Understandable and engaging meaning. Strongly relates to project. Meaning viewer understands from work may not match artist's intention Artist can explain meaning clearly. Speaks to artist's and viewer's experiences. Makes viewer feel/think something.	Difficult to understand meaning, artist may have to explain. But there is still a significant message in work Artist can explain meaning vaguely. Little personal connection with viewer or artist.	Difficult to understand meaning and meaning is minimal. Artist may have to explain work. Artist can explain meaning vaguely. Not engaging idea. Lacks personal connection with viewer or artist.	Requirements not met for a meaningful work. Artist cannot explain meaning. Not engaging idea.	Poin ts x2
USE OF ELEMENTS/ PRINCIPLES POINTS X2	Elements and Principles use have a creative and clear connection with meaning/purpose of work	Elements and Principles use have a clear connection with meaning/purpose of work	Elements and Principles use have a somewhat clear connection with meaning/purpose of work	Elements and Principles use have a vague connection with meaning/purpose of work	No connection	Poin ts x2
USE OF EXPOSURE SETTINGS POINTS X2	Exposure Settings use have a creative and clear connection with meaning/purpose of work	Exposure Settings use have a clear connection with meaning/purpose of work	Exposure Settings use have a somewhat clear connection with meaning/purpose of work	Exposure Settings use have a vague connection with meaning/purpose of work	No connection	Poin ts x2
BOOK REQUIREMENTS AND ASSEMBLY	Book meets all requirements and assembled and is highly successful	Book meets all requirements and assembled and is successful	Book meets majority of requirements of book and assembly	Book does not meet majority of requirements	Book does not meet requirements	
EXPOSURE AND COLOR CORRECTION	Color and exposure correction is accurate	Color and exposure correction is slightly off, minor adjustments are needed to fix	Color and exposure correction is off, more major adjustments are needed. Does not harm photo interpretation.	Color and exposure correction is off, more major adjustments are needed. Harms photo interpretation.	Color and exposure correction is significantly off	
THOUGHT & EFFORT/ DEDICATION	All deadlines met throughout project. Class time and work time at home is used wisely. High degree of effort put into the process and creation of the work.		Most deadlines met throughout project. Class time and work time at home is used wisely. Effort put into the process and creation of the work.	Most deadlines met throughout project. Class time and work time at home is used wisely. Minimal effort put into the process and creation of the work.	Unsatisfactory organization and effort.	
CREATIVE PROCESS	Process is deeply reflective and a highly effective method to developing convincing and highly successful work. All four steps (Inspiration, Idea Development, Creation and Reflect) are executed extremely well and lead to better development of work.	Process is reflective and an effective method to developing convincing and highly successful work. All four steps (Inspiration, Idea Development, Creation and Reflect) are executed well and lead to better development of work.	Process is reflective and an effective method to developing successful work. All four steps (Inspiration, Idea Development, Creation and Reflect) are executed and lead to better development of work.	Process is not reflective but serves as a somewhat effective method to developing successful work. Not all four creative process steps are executed.	Process is not reflective and is vague/random	

FINAL SCORE: ____/90