

Digital Art 1

WHAT IS IT? PROJECT RUBRIC

NAME: _____

Target	5	4	3-5	1-3	0	Self	Pratt
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	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		

Target	5	4	3.5	1-3	0	Self	Pratt
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		
THOUGHT & EFFORT/ DEDICATION	Significant amount of thought and effort behind the work. Work is better because of it. Research is done. Dedication leads to the work matching the artist's intentions.	Significant amount of thought and effort behind the work. Research is done.	Substantial amount of thought and effort behind the work, but could be more. Seems rushed. Little research is done.	Minimal amount of thought and/or effort put into work. No research is done.	No thought or effort		
SELF-EVALUATION (RESPONSE TO QUESTION BELOW)	Response is very detailed and thoughtful and supported with multiple accurate and rich examples. Interesting analytical connections made. Explains, shows examples, analyzes AND Reflects.	Response is detailed and thoughtful but only supported with 1-2 accurate and rich examples. Interesting analytical connections made. Explains, shows examples, analyzes AND Reflects.	Response has substance, but could use more thought and more detail. Vague or expected connections made. Does not do all four: Explains, shows examples, analyzes AND Reflects.	Response is vague or supported with little detail. Does not do all four: Explains, shows examples, analyzes AND Reflects.	Response is inaccurate or not supported		

SELF SCORE: ____/50 PRATT SCORE: ____/50 - (AVERAGE DIVIDED BY 2) = FINAL SCORE: ____/25

ADDITIONAL QUALITIES TO BE ADDED: MEANING, CREATIVE PROCESS, TECHNIQUE (DEPENDING ON PROJECT), CONNECTIONS MADE (HOW DID YOU CONNECT WITH THE THEMES, ARTIST EXAMPLES, RESEARCH, ETC. AND CONTEXTUALIZE AND APPLY THAT INFORMATION IN NEW WAYS TO YOUR OWN WORK?)

EVALUATE YOURSELF – HOW WERE YOU SUCCESSFUL? WHAT DO YOU FEEL YOU COULD HAVE DONE BETTER AT?