

**Showcase for Creative Excellence
Photography Rubric**

	Exemplary	Proficient	Developing	Novice	
	9-10 pts	6-8 pts	2-5 pts	0-2 pts	Points
<p><u>Composition</u> The composition reflects the principle of <i>balance</i>.</p> <p>The composition reflects the principle of <i>unity</i>.</p> <p>The composition reflects the principle of <i>emphasis</i>.</p>	<p>The photo reflects all three recommended characteristics (balance, unity, emphasis).</p>	<p>The photo reflects two of the recommended characteristics (balance, unity, emphasis).</p>	<p>The photo reflects one of the recommended characteristics (balance, unity, emphasis).</p>	<p>The photo reflects none of the recommended characteristics (balance, unity, emphasis).</p>	
<p><u>Creativity</u> The photograph reflects an original idea.</p> <p>The photograph reflects a special effect (e.g., panning, light trails, diorama effect, dynamic lighting).</p> <p>The photograph is just one element of a medium (e.g., collage, photomontage, advertisement).</p>	<p>The photo reflects all three recommended characteristics (originality, special effect, additional element/medium).</p>	<p>The photo reflects two of the recommended characteristics (originality, special effect, additional element/medium).</p>	<p>The photo reflects one of the recommended characteristics (originality, special effect, additional element/medium).</p>	<p>The photo reflects none of the recommended characteristics (originality, special effect, additional element/medium).</p>	
<p><u>Technical Quality</u> The photograph is in focus.</p> <p>The photograph reflects appropriate exposure.</p> <p>The photograph is submitted in a professional manner (i.e., free of wrinkles, scratches, torn edges, marks, and scuffs).</p>	<p>The photo reflects all three recommended characteristics (focus, exposure, professional submission).</p>	<p>The photo reflects two of the recommended characteristics (focus, exposure, professional submission).</p>	<p>The photo reflects one of the recommended characteristics (focus, exposure, professional submission).</p>	<p>The photo reflects none of the recommended characteristics (focus, exposure, professional submission).</p>	
<p><u>Overall Impression</u> The photograph has aesthetic appeal- it is enjoyable or interesting to look at.</p> <p>The photograph provokes a sense of wonder/questioning.</p> <p>The meaning of the photograph is open to multiple interpretations.</p>	<p>The photo reflects all three recommended characteristics (aesthetic appeal, provokes wonder/questioning, multiple interpretations).</p>	<p>The photo reflects two of the recommended characteristics (aesthetic appeal, provokes wonder/questioning, multiple interpretations).</p>	<p>The photo reflects one of the recommended characteristics (aesthetic appeal, provokes wonder/questioning, multiple interpretations).</p>	<p>The photo reflects none of the recommended characteristics (aesthetic appeal, provokes wonder/questioning, multiple interpretations).</p>	

Direct all inquiries to:

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