

Conceptual Photography Series Final Project Rubric

Criteria	Level 1			Level 2			Level 3			Level 4			
	1- 52%	1 55%	1+ 58%	2- 62%	2 65%	2+ 65%	3- 72%	3 75%	3+ 78%	4- 84%	4 89%	4+ 95%	4++ 100%
A1. demonstrate an understanding of the core concepts, techniques, and skills required to produce a range of communications media products and services	Student's project is not a conceptual photo series. Limited effort in the creative process of using photographs to create a series of images representing a concept.			Student's project somewhat meets the requirements of a conceptual photo series. Some effort in the creative process of using photographs to communicate a concept. More effort needed and more demonstration of camera knowledge and creativity is needed.			Student's project is a well-done conceptual photo series. The student demonstrates considerable thought into creating a highly creative project. Time and effort into creating the final project are shown in the photographs.			Student's project is an excellent conceptual photo series. The student demonstrates a thought into creating a highly creative project. Time and effort into creating the final project are shown in the photographs.			
A2 Demonstrate an understanding of different types of equipment and software and how they are used to perform a range of communications technology operations and tasks	Student uses camera equipment and photoshop/or other photo editing software with limited understanding. Photos are not edited and student was not successful in demonstrating their knowledge of Manual settings			Student uses camera equipment and photoshop /or other photo editing software with some understanding. Project is simple with a few edits. Edited photos show a basic knowledge of the photography software. Student takes a successful photo in manual setting but it is not a highly technical photograph			Student uses camera equipment and photoshop/or other photo editing software with considerable understanding. A good amount of editing went into the project.			Student uses camera equipment and photoshop/or other photo editing software with a high degree of understanding. Project is exceptionally well done with many PS layers and exceptional workmanship. Student takes a photo in the manual setting that demonstrates knowledge of the camera and taking a photo that demonstrates knowledge of manual settings			
A3 Demonstrate an understanding of technical terminology, scientific concepts, and mathematical concepts used in communications	Student uses photography language and terms with limited understanding			Student uses photography language and terms with some understanding			Student uses photography language and terms with considerable understanding			Student uses photography language and terms with a high degree of understanding			

technology and apply them to the creation of media products				
B2 Apply a design process or other problem-solving processes or strategies to meet a range of challenges in communications technology	Students project does not communicate a concept and is not creative	Students project communicates a concept but more attention to detail is needed	Students project communicates a concept and demonstrates a good level of creativity	Student creates an exceptional product that demonstrates a high level of skill and creativity. Student goes above and beyond through its representation of a concept. The series is innovative.
B3 Create productions that demonstrate competence in the application of creative and technical skills and incorporate current standards, processes, formats, and technologies	<p>Student creates a product with limited creativity, understanding, skill and design.</p> <p>Few or no photos are submitted</p> <p>No Google slides present</p>	<p>Student creates a limited project with some creativity, understanding of cameras and camera equipment</p> <p>Some photos are submitted but not enough to meet the expectations</p> <p>Some form of Google slides are included</p>	<p>Student creates a standard project with considerable creativity, understanding of camera and camera equipment and design</p> <p>All the required photos are submitted (7)</p> <p>Google slide is submitted and all the required components are present</p>	<p>Student creates a project that is exceptional and shows a high degree of creativity, understanding of cameras and camera equipment and design</p> <p>7+ photos are submitted</p> <p>Google slide is submitted and it is an excellent addition to the project</p>

COMMENTS