

Photography Assessment Rubric

Your Name \_\_\_\_\_ Photography Title \_\_\_\_\_

Photography Category Name and # \_\_\_\_\_ Your School \_\_\_\_\_

Good      Average      Needs Work

Great

<b>VISION</b>	<i>Your plan of action</i>
Creativity	Your image (subject matter) is innovative and unique.
	Your image shows evidence of thought and imagination. You have tried a variety of ideas.
	The message of your image is communicated clearly and thoroughly addresses the theme / topic of your subject.
Readiness to Present	Your image is labeled and annotated correctly.


<b>VISUAL ELEMENTS and PRINCIPLES</b>	<i>Elements of art and the principles of design and organization</i>
	The basic visual elements of art work together (shape / form, color or b/w, texture, etc.)
	Your image has good composition (best angle of camera and positioning of subject, rule of thirds, leading lines, etc.)
	Your image has a well-defined center of interest with no distractions in the background.
	There is balance, unity, and contrast in your image's design.
	The image shows good use of movement /rhythm, pattern, and / or repetition.


<b>MECHANICS</b>	<i>Use of camera (ISO, Aperture, and Shutter speed)</i>
	The image is sharp and in focus with good use of depth of field.
	The exposure is correct for the setting.
	The appropriate shutter speed is used.


## Lesson

Focus on creating an image that has a clearly defined main subject. Take your time to create a great composition. Move around the subject, changing your point of view, and take pictures at different angles. Your image needs to inspire and emotionally excite others.

Objective: The image (s) that you enter into the Photography Competition of the State Industrial Technology Expo should satisfy the elements of art and the principles of design and organization. If you take time, concentrate, and plan, you will become a better photographer. Your focus is on originality; show the world, as it has never been seen before! Concentrate on the art of photography not simply taking snapshots.

### Materials and Time:

Become familiar with the elements of art and design and principles of design and organization. Your art instructors and / or library can help you understand these concepts. There are many books, articles, and websites that are helpful, too.

Practice, practice, practice-take pictures that satisfy the elements and principles.

### Procedure:

#### Photography Categories to enter (black and white, color, toned)

1. People
2. Scenic (landscapes, waterscapes, skyscapes)
3. Things and still life
4. Plants, flowers, trees
5. Action and sports
6. Architecture
7. Animals
8. Computer manipulation and abstract
9. Panoramic

### Photo Size and Backing:

With the exception of the Class 9 Panoramas, the images must be at least 8"x10" and not larger than 11"x14". All photos must be mounted on 11"x14" mounting board that is at least 1/8" thick. Do not use cardboard or other lightweight backing. Photos may be mounted with 3M Spray-on Photo Mount, liquid glue, or two-sided tape. Any photos not securely mounted will be removed from competition and display. Matting is optional. If mats are used, they must be 11"x14" and must be firmly attached. All photos are to be unframed. Do not cover with cellophane, acetate, or glass. There should be no hooks, wires or hangers attached to the photo.

### Title Card:

The title of the entry should consist of one to four words in length. The title entry is to be taped to the board on the back of the board in the upper left-hand corner. Other identification (as described next) must be placed on the back of the entry:

Student's Name  
School  
Title of Photograph (1-4 words)  
Photography Category entry #

A note card with your entry (a small index card):

With your photograph, include a printed note including your name, the title of the photograph, and two to three sentences about the subject.

Readiness to present: Be neat in preparing your photograph, title card, and note card. During the expo, your artwork will be presented according to the category you have entered. You may enter one photograph or a maximum of four photographs. Do not enter the same subject in more than one photography category.

Copyright, Ethics, and Artistic Integrity:

All work must be original. Copying a picture taken by another person and changing the background is not good enough! It is unethical, constitutes plagiarism, and violates copyright law simply to copy another artist's work and represent the work as one's own. If your photography is suspect of copyright infringement, your work will not be included in the competition.

More to come: Assessment Sheet and Note for the Judges

Assignment and rubric:

Student's Goal: Focus on creating an image that has a clearly defined main subject. Take your time to create a great composition. Move around the subject, changing your point of view, and take pictures at different angles. Your image needs to inspire and emotionally excite others.

Student's Objective: The image (s) that you enter into the Photography Competition of the State Industrial Technology Expo should satisfy the elements of art and the principles of design and organization. If you take time, concentrate, and plan, you will become a better photographer. Your focus is on originality; show the world, as it has never been seen before! Concentrate on the art of photography not simply taking snapshots.

Judges Expectations:

Thank you for agreeing to judge the Photography Competition of the State Industrial Technology Expo. As you begin judging the competition, please look at the big picture first. Read the rubric / assessment sheet that was given to the students in their preparation packet. Get the big picture. You will be looking for those photographs that offer the best general appeal to the public – based on uniqueness, composition, and human interest. Please preview all of the images in the competition to get an idea of overall quality. Talk amongst your fellow judges to establish an evaluation range. You will be judging on skill that shows a balance of technical proficiency and creativity. Feel free to give students feedback and commentaries based on their skills.

Use the rubric / assessment sheet to provide the students comments and critique. This is an important step in the photography process and facilitates learning. When critiquing a student's photo:

- Discuss elements of the image that you appreciate.
- Use specific terms to describe parts of the image that you like or do not like (lighting, framing, depth of field) so the photographer will better understand elements that can be improved upon.
- Remember that critiques and comments are meant to be constructive, never negative. Only give meaningful suggestions. Avoid using negative words.