

**PHOTOJOURNALISM ASSIGNMENT/PROJECT RUBRIC**

	<b>Excellent (5)</b>	<b>Strong (4)</b>	<b>Good (3)</b>	<b>Moderate (2)</b>	<b>Weak (1)</b>
<b>n</b>	Excellent application of elements, principles to create striking composition	Strong application of elements, principles to create compelling composition	Good application of elements, principles to create emerging composition	Moderate application of elements, principles to create limited composition	Weak application of elements, principles to create limited composition
<b>ing</b>	Clear vision and inventive articulation of concept	Expressive vision and apparent articulation of concept	Discernible vision and emerging articulation of concept	Limited vision and uneven articulation of concept	Unclear vision and unsuccessful articulation of concept
<b>y</b>	Innovative, original ideas; creative problem solving	Effective, original ideas; some creativity obvious	Emerging original ideas, creativity present but reappropriated	Limited unoriginal ideas, attempts at creativity present	Unoriginal ideas; no evidence of creative exploration
<b>t</b>	Confident, evocative; engages the viewer with verve and nuanced subtlety	Suggests confidence, and engagement without obvious nuance	Confidence emerging partially engages the viewer	Confidence questionable; limited engagement of the viewer	Confidence missing; lack of evocative engagement
<b>I</b>	Technically Excellent; Image in focus, high image quality, techniques used effectively to illustrate concept	Technically Strong; Image mostly in focus, image quality strong, techniques used occasionally to illustrate concept	Technically Good; Image mostly in focus, image quality good, techniques used sparingly to illustrate concept	Technically Moderate; Image mostly out of focus, moderate image quality, techniques used sparingly to illustrate concept	Technically Weak; Image out of focus, poor image quality, techniques used ineffectively to illustrate concept
	Caption PERFECT; 100 % accuracy, correct tenses, grammar, spelling, punctuation	Strong caption with few errors in grammar, spelling, punctuation; 100 % accuracy	Good caption with minor errors in grammar, spelling, punctuation, minor inaccuracies	Several errors in grammar, spelling, punctuation, several inaccuracies	Caption incomprehensible with inaccurate errors

Rounded Score (1-5): \_\_\_\_\_

**PHOTOJOURNALISM SCORING RUBRIC**  
*HOW TO USE THIS DOCUMENT*

It will be scored using the following scoring **DESCRIPTORS**:

**1. Application of Design Elements and Principles**  
**2. Decision-making and Intention**  
**3. Creativity, Imagination, Experimentation, Risk Taking**  
**4. Content, Evocative Work, Engagement of Viewer**  
**5. Technical Competence and Skill with Media**  
**6. Writing**

Use **Design Elements** to create Design Principles:

Color  
Form  
Scale  
Light

Combine **Design Principles** to create a CONCEPTUALLY EVOCATIVE and TECHNICALLY EXCELLENT image:

Balance  
Emphasis  
Contrast  
Repetition  
Figure/Ground Relationship

**RUBRIC GRADING SCALE**

TURN IN