

SLCC – Docu Fall 2011

RUBRIC for Photography Projects	Mastery (12.5-11 pts. Each)	Good (10-9 pts. each)	Average (7-8 pts. each)	Limited (0-6 pt each)
Content / Composition	Ideas well-developed & well-organized. Shows the coherency of the concept with a high degree of originality and sophistication. The idea is well-stated with visual elements and cues. Nothing needs to be added or removed-framing is superb.	Content appropriate. Ideas adequately developed. Shows the coherency of the concept with some degree of originality and sophistication. The idea is stated with visual elements and cues but needs to be more clear or more evident. A visual element needs to be added, moved or removed and the framing needs some adjustment.	Content mostly appropriate. Ideas undeveloped. Shows some coherency of the concept but employs commonly used cliches or stereotyped imagery. The idea is obtuse, and requires greater clarity through the use of visual elements and clues. Several visual elements need to be rethought and the framing needs major readjustment.	Frequently inappropriate task or content. Lacks any coherency of the concept. Visual element and cues do not lead the viewer to the intended idea. The visuals need to be rethought and the framing needs a complete overhaul.
Technical Quality	Shows mastery in the use of photographic equipment and techniques to attain the assignments parameters.	Shows good command of the use of photographic equipment and techniques to attain most of the assignment parameters.	Shows some command of the use of photographic equipment and techniques to attain some of the assignments parameters.	Shows little or no command or the use of photographic equipment and techniques to attain a few or none of the assignments parameters.
Presentation	Creative and well thought out presentation. Presentation makes a statement and adds to full understanding of the photographer's message.	Presentation was neat and clean. Does an adequate job of relating the message of the project to the viewer.	Presentation was neat and clean. Needs work on relating the message of the project to the viewer.	Poor presentation or lack of presentation. The message of the project does not show through.
Reflection Paper	Uses complete sentences and a cohesive structure. Rich use of vocabulary and shows an in-depth thought process.	Complete sentences and cohesive structure. Use of good vocabulary and thoughts presented in a thoughtful way.	Poor use of grammar and vocabulary gets in the way of understanding the message. The structure is disjointed and the thoughts presented are unclear.	The lack of adequate grammar and vocabulary makes the report difficult to understand. The thoughts presented are unclear or are inaccurate.
Total 50 pts.				

