

Idea: _____

approval: _____

	Excelling 5 pts	Achieving 4 pts	Developing 3 pts	Beginning 2 pts
Instruction & Concepts Level of understanding about instructions and concept of advertising & still life	The artwork is planned carefully; uses design effectively, has elements rendered masterfully	The artwork is planned carefully; has elements rendered in a detailed manner	The artwork is planned carefully; has elements rendered adequately	The artwork is planned adequately; has most of the elements Not all elements rendered well
Photo Quality clarity, angle, & lighting	The artwork shows outstanding photographic skills <ul style="list-style-type: none"> • Excellent clarity • Excellent use of angle and lighting that adds mood to the work 	The artwork shows good photographic skills <ul style="list-style-type: none"> • good clarity • good use of angle and lighting that adds mood to the work 	The artwork shows fair photographic skills <ul style="list-style-type: none"> • some blur • fair use of angle and lighting that does not add mood to the work 	The artwork shows little photographic skills <ul style="list-style-type: none"> • lots of blur • angle is standard • lighting is dark and does not show off the product
Creativity/ Originality Inventiveness, expression of ideas and imagination portrayed in the project	The artwork demonstrates original personal expression, ability to conceptualize and execute an idea, and outstanding problem solving skills	The artwork demonstrates some personal expression, ability to conceptualize and mostly execute an idea, and logical problem solving skills	The artwork demonstrates an average amount of personal expression, some ability to conceptualize and execute an idea, and some problem solving skills	The artwork demonstrates little personal expression and problem solving skills
Behavior/ Effort Work ethic; the time dedicated to the project inside of class	The student put forth extraordinary effort to complete the project well; used class time extremely well	The student put forth the effort required to complete the project well; used class time effectively	The student put forth the effort required to finish the project; used class time adequately	The student put forth little effort required to finish the project; class time was not used well
Photoshop Skill Use of photoshop to enhance the mood and idea, added a logo and text	The student used advanced skill to crop, edit lighting & color, and added an additional element or used an effect to enhance the overall image, used excellent type & a high quality logo	The student used good skill to crop, edit lighting & color, and added an additional element or used an effect to enhance the overall image, used good type & a logo	The student used fair skill to crop, or edit lighting or color, and added an additional element or used an effect to the image, used type or a logo	The student utilized photoshop in a poor capacity to try and crop, or edit lighting or color, used text or a logo