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| Assignment Specifications and Requirements | Assignment specifications and requirements are exceeded. | All assignment specifications and requirements are met. | Most assignment specifications and requirements are met, but not all. | Assignment specifications/requirements are not met. |
| Exposure/Contrast | Photo taken at perfect exposure for the setting. Image is excellent with good contrast and range of light to dark tones to enhance the focal point. | Photo taken at appropriate exposure. Tonal range is good overall; some parts of the image could use more contrast.  Small loss of detail in shadow or highlights. | Image is slightly overexposed or underexposed. Tonal quality is fair; little contrast in color and neutrals. Loss of texture in shadows, “blown out” highlights. | Overexposure or underexposure is noticeably distracting. Tonal quality is flat; very little contrast in color and neutrals makes the focal point blend into the background. |
| Focus and Depth of Field | Focus and depth of field effectively contribute to a powerful image. Main subject is in focus. Intentional use of depth of field. | Focus and depth of field are adequate. Main subject is in focus. Depth of field might be better used. | Focus is mostly adequate, depth of field could be improved. | Image out of focus, poor depth of field. |
| Color/Value | Excellent range of color tones; colors work well together based on color scheme theories; no distracting colors to take away from focal point. If image is B&W, a full range of values is represented. | Good range of color tones; photograph might have benefited from a change in color in one area but is still OK overall. | Fair range of color tones; photograph would benefit from changes in color in one or more areas. | An obvious color cast or unusual color tone in some parts of the image ruins the quality or distracts from the focal point. If image is B&W, a full range of values is not represented. |
| Composition | Photograph demonstrates exceptional visual interest and creativity in composition, balance, camera angle, and subject matter. | Photograph demonstrates some visual interest and creativity in composition, balance, camera angle, and subject matter. | Photograph demonstrates little visual interest and creativity in composition, balance, camera angle, and subject matter. | Photograph does not demonstrate visual interest and creativity in composition, balance, camera angle, and subject matter. |
| Storytelling | Powerful picture(s). Shows obvious evidence of thinking skills. Addresses fairly complex visual or conceptual ideas. The image effectively communicates with the viewer. | Very nice picture(s). There is adequate and successful visual communication. Photo engages the viewer. | Pictures are somewhat interesting, but context is not immediately obvious. Work shows effort with moderate sense of visual communication | Pictured lack emotion, and are flat or uninteresting. There is little, if any evidence of successful visual communication with the viewer. |
| Post-Production Editing (cropping, dodging, burning, Photoshop/Lightroom adjustments) | Excellent quality, use of tools, and attention to detail. Enhances image to its best effect. | Most technical aspects are successful. Photo is enhanced adequately. | One or two technical aspects are successful, but other areas need improvement. Editing does not make much overall improvement. | Poorly executed, little regard for quality. Editing choices detract rather than enhance. |
| Concept/Idea/Creativity/  Originality | Amazing photograph/project. Well organized, unified meaning. Interesting, different, effective, unique. All images combine to make a cohesive whole. Presented in a unique or novel way. | Solid photograph/project. Organized, mostly unified meaning. Good idea or concept, but could have been planned and executed to be more creative and original. | Average idea/concept. Individual image(s) may show sparks of creativity or originality, but project is not a unified whole. Subject is presented in a typical manner. | Photo or project shows little to no creativity. Not a unified whole. Cliché idea or concept. |

Photography Rubric

Comments: