

eImagine

Digital Design Festival

Print Media

R U B R I C

Attribute				Points 1-5
<p>Composition Is exploring and experimenting evident? Is it interesting and pleasing to the eye? Does it demonstrate attention to detail? Is the intended audience apparent?</p>	<p>Some manipulation of imagery/element placement is evident but somewhat blatant or obvious.. Strikes lower visual interest to the viewer with little to no attention to detail. The intended audience is not apparent?</p>	<p>Increased use of manipulations (Use of a color system, font awareness direction and purpose.) Images may show use of common filters and canned effects. Interesting and pleasing to the eye. Paid more attention to detail and their audience.</p>	<p>Design choices are a conscious effort and demonstrate advancing skill levels. Strong use of color and typography. Very interesting and pleasing to the eye with great attention to detail and their audience is targeted and apparent.</p>	_____
<p>Software Knowledge Base Student clearly understands and embraces the digital editing software.</p>	<p>Little or no understanding of digital editing software is apparent by the lack of manipulation or correction.</p>	<p>Evidence student understands the digital editing software and is able to apply it to areas needing refinement or repair.</p>	<p>Outstanding application of digital editing software. Student is able to edit and manipulate at a higher level and with out pixel distortion or effecting the integrity of the original image.</p>	_____
<p>Color/Grayscale and Contrast Was there variation in color/grayscale levels? Are highlights, middletones shadows apparent and and a strong part of the image?</p>	<p>Little variation in color/ grayscale. Contrast is too low or high and weakens overall effect of image.</p>	<p>The Variation in color/ grayscale is stonger and more apparent. Contrast is appropriate to image and works as a positive giving the overall effect of image dimension and variety to image.</p>	<p>Excellent usage of color / Grayscale techniques and color elements —gives a realistic look to the image.</p>	_____

TOTAL: _____

Comments:

Judges Signature: _____