



# FBLA Digital Photography: Commercial Photography Portfolio

## Project Rating Sheet

(Mark one score per row AND write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Composition	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
<b>Principles and elements of design and composition</b>	No effort was made to employ photographic compositional elements or principles of design in the creation of the submitted images.		Minimal effort was made to employ photographic compositional elements and/or principles of design in the creation of the submitted images, resulting in photographs that fall short of meeting client expectations.		Photographic compositional elements and principles of design were utilized to create professional-looking images that meet client expectations.		Photographic compositional elements and principles of design were effectively utilized to create attention-grabbing, expectation-exceeding images that possess a strong "Wow!" factor.			
	0	<input type="radio"/>	10	<input type="radio"/>	20	<input type="radio"/>	30	<input type="radio"/>		
<b>In-camera decision-making (placement/posing of subject, vantage point, light source, framing, simplicity, etc.)</b>	Displayed no effort to make appropriate decisions while shooting. Little-to-no thought was given to subject placement or posing. Distracting elements were included in the frame. Images are dull and non-compelling.		Photographer displayed little effort to make appropriate in-camera decisions while shooting. While some thought appears to have been given to subject placement or posing, the images are only mildly compelling. Images lack visual interest.		In-camera choices made by the photographer resulted in images that exhibit an appropriate level of visual interest.		In-camera choices made by the photographer contributed to the creation of powerful, compelling images with exceptional visual interest.			
	0	<input type="radio"/>	7	<input type="radio"/>	14	<input type="radio"/>	20	<input type="radio"/>		
<b>Image Quality</b>										
<b>Exposure</b>	Images are not properly exposed, distracting from the subject and/or mood of the photograph.		<u>Some – but not all</u> – images are correctly exposed for the setting.		<u>All images</u> are correctly exposed for the setting.		Image exposure effectively contributes to powerful, compelling images.			
	0	<input type="radio"/>	7	<input type="radio"/>	14	<input type="radio"/>	20	<input type="radio"/>		
<b>Focus and depth of field</b>	Images are not properly focused and lack appropriate depth of field.		<u>Some – but not all</u> – images are properly focused and employ appropriate depth of field.		<u>All images</u> are properly focused and employ appropriate depth of field.		Image focus and depth of field effectively contribute to powerful, compelling images.			
	0	<input type="radio"/>	7	<input type="radio"/>	14	<input type="radio"/>	20	<input type="radio"/>		
<b>Color and/or grayscale</b>	Use of color and/or grayscale in the images is inappropriate and distracts from the subject and/or mood of the photographs.		Use of color and/or grayscale in <u>some – but not all</u> – images coincides with the subject and mood of the photographs.		Use of color and/or grayscale in <u>all images</u> coincides with the subject and mood of the photographs.		Use of color and/or grayscale effectively contribute to a collection of powerful, compelling images.			
	0	<input type="radio"/>	7	<input type="radio"/>	14	<input type="radio"/>	20	<input type="radio"/>		
<b>Image editing and processing</b>	Image editing and processing tools do not appear to have been used in the creation of the submitted images, or the image editing tools were used in an inappropriate manner.		Image editing and processing tools were used with minimal regard for appropriateness or quality. Image development was poorly executed.		Good application of image editing and processing tools. Appropriate attention to detail. Image development was appropriately executed.		Exceptional application of image editing and processing tools. Excellent attention to detail. Image development was executed with great skill.			
	0	<input type="radio"/>	10	<input type="radio"/>	20	<input type="radio"/>	30	<input type="radio"/>		



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Image Effectiveness										
<b>Creativity, emotional impact, and overall effectiveness</b>	Images do not show a creative approach to the competition requirements. Images generate no emotional response from the viewer and are not compelling.		Images lack creativity and show <u>minimal</u> evidence of attempting anything out-of-the-ordinary. Images generate little emotional response from the viewer and are less-than-compelling.		Images demonstrate an appropriate level of creativity and originality. Images generate an appropriate emotional response from the viewer and are effective and compelling		Images demonstrate a highly creative and original approach to the photographic challenge. Images generate a strong emotional response from the viewer and are exceedingly effective and compelling.			
	0	○	10	○	20	○	30	○		
<b>Technical Specifications</b>	<b>Not Demonstrated</b>				<b>Meets Expectations</b>				<b>Points Earned</b>	<b>Tie Breaker</b>
<b>File submission</b>	All required image files <u>were not</u> submitted.				All required image files <u>were</u> submitted.					
	0	○	10	○						
<b>File labeling</b>	Image files <u>were not</u> labeled appropriately.				All image files <u>were</u> labeled appropriately to facilitate efficient identification, storage and retrieval.					
	0	○	10	○						
<b>Image dimensions and resolution</b>	Image files have not been saved with appropriate image dimensions and resolution for commercial use.				Image files have been saved with appropriate image dimensions and resolution for commercial use.					
	0	○	10	○						
<b>Project subtotal (200 max)</b>										
<b>Penalty Points</b>										
Project guidelines not followed	-5	○	<b>Total penalty</b>				-			
<b>Grand total</b>										

Name: \_\_\_\_\_

School: \_\_\_\_\_

Judge's signature: \_\_\_\_\_ Date: \_\_\_\_\_



# FBLA Digital Photography: Commercial Photography Portfolio

## Performance Rating Sheet

(Mark one score per row AND write score in the Points Earned column. Use Tie Breaker column to add or subtract points to break ties.)

Expectation Item	Not Demonstrated		Below Expectations		Meets Expectations		Exceeds Expectations		Points Earned	Tie Breaker
<b>Demonstrates understanding of the event topic</b>	Presenter did not demonstrate understanding of the event topic <u>OR</u> used an incorrect event topic.		Presenter demonstrated a substandard level of understanding of the event topic.		Presenter demonstrated an appropriate level of understanding of the event topic.		Presenter demonstrated an extremely elevated level of understanding of the event topic.			
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>		
<b>Describes the photographic equipment used and identifies reasons for selecting that equipment.</b>	Presenter did not describe the photographic equipment used for the project.		Presenter provided a substandard description of the photographic equipment used for the project <u>and/or</u> failed to identify reasons for selecting that equipment.		Presenter adequately described the photographic equipment used for the project <u>and</u> identified one or more reasons for selecting that equipment.		Presenter expertly described the photographic equipment used for the project <u>and</u> clearly and succinctly identified <u>multiple</u> reasons for selecting that equipment.			
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>		
<b>Describes the image editing and processing tools used.</b>	Presenter did not describe the image editing and processing tools used for the project.		Presenter provided a substandard description of the image editing and processing tools used for the project.		Presenter adequately described the image editing and processing tools used for the project.		Presenter masterfully described the image editing and processing tools used for the project and identified how the image editing and processing tools were used to enhance the overall effectiveness of the project.			
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>		
<b>Describes the principles and elements of design and composition used in the completion of the project.</b>	Presenter did not describe the principles and elements of design and composition used in the completion of the project.		Presenter provided a substandard description of the principles and elements of design and composition used in the completion of the project.		Presenter adequately described the principles and elements of design and composition used in the completion of the project.		Presenter masterfully described the principles and elements of design and composition used in the completion of the project and identified how those principles and elements enhanced the overall effectiveness of the project.			
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>		
<b>Describes the in-camera decisions made during the project's photo shoot(s).</b>	Presenter did not describe the in-camera decisions made during the project's photo shoot(s).		Presenter provided a substandard description of the in-camera decisions made during the project's photo shoot(s).		Presenter adequately described the in-camera decisions made during the project's photo shoot(s).		Presenter masterfully described the in-camera decisions made during the project's photo shoot(s) and identified how those decisions enhanced the overall effectiveness of the project.			
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>		



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Describes the image quality elements (exposure, focus, depth of field, color, etc.) used in the completion of the project.	Presenter did not describe the image quality elements used in the completion of the project.		Presenter provided a substandard description of the image quality elements used in the completion of the project.		Presenter adequately described the image quality elements used in the completion of the project.		Presenter masterfully described the image quality elements used in the completion of the project and identified how those decisions enhanced the overall effectiveness of the project.				
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>			
Describes the creative decisions made throughout the project and identifies how those decisions impacted the overall effectiveness and success of the project.	Presenter did not describe the creative decisions made throughout the project.		Presenter provided a substandard description of the creative decisions made throughout the project <u>and/or</u> failed to identify the ways those decisions impacted the overall effectiveness and success of the project.		Presenter adequately described the creative decisions made throughout the project <u>and</u> identified one or more ways those decisions impacted the overall effectiveness and success of the project.		Presenter masterfully described the creative decisions made throughout the project <u>and</u> clearly identified <u>multiple</u> ways as to how those decisions impacted the overall effectiveness and success of the project.				
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>			
<b>Delivery Skills</b>											
Statements are well-organized and clearly stated	Presenter did not appear prepared.		Presenter was prepared, but presentation flow was not logical.		Presentation flowed in logical sequence.		Presentation flowed in a logical sequence and statements were well organized.				
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>			
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Presenter did not demonstrate self-confidence.		Presenter demonstrated self-confidence and poise.		Presenter demonstrated self-confidence, poise, <u>and</u> good voice projection.		Presenter demonstrated self-confidence, poise, good voice projection, <u>and</u> assertiveness.				
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>			
Demonstrates the ability to effectively answer questions	Presenter was unable to answer questions.		Presenter did not completely answer questions.		Presenter completely answered questions.		Presenter interacted with the judges in the process of completely answering questions.				
	0	<input type="radio"/>	3	<input type="radio"/>	7	<input type="radio"/>	10	<input type="radio"/>			
<b>Performance subtotal (100 max)</b>											
<b>Penalty Points</b>											
Time over seven (7) minutes	-5	<input type="radio"/>	Dress code not followed	-5	<input type="radio"/>	Event guidelines not followed	-5	<input type="radio"/>	<b>Total penalty</b>		
									<b>Performance total</b>		
									<b>Project total (200 max)</b>		
									<b>Grand total</b>		

Name: \_\_\_\_\_

School: \_\_\_\_\_

Judge's signature: \_\_\_\_\_ Date: \_\_\_\_\_