Adobe Photo Editing
FBLA Arizona Event ONLY

**Category: Project and Pre-Submit (Regionals)
No Pre-Submit (State)
Type: Individual**

SCOPE OF THE COMPETITION

This is an Arizona ONLY Photography event and does not have a qualifying National FBLA Competition. This competitive event is an event that is performed at the conference and submitted for judging.

Event Overview:

Regional Competition ONLY: This event is a pre-judged (pre-submission event)
State Competition: This event will be an on-site one-hour hands on activity where the competitor will need to bring a device with Adobe Photoshop already loaded on it.

The competition will include a series of hands-on performance activities assessing overall photographic editing techniques.

1. Competitors will have one hour to complete this task. Power will be provided.
2. Competitors will be provided two images and edit them based on the instruction sheet given at the competition and export them as a high-resolution JPEG.
   a. Competitors will be asked to complete tasks that include but are not limited to:
      i. Adjustment layers
      ii. Selection Tools
      iii. Retouching Tools
      iv. Masking Tools
      v. Filters
      vi. Gradients
3. Each participant must have the following required equipment:
   a. Laptop with Adobe Photoshop software/access.
4. Competitors are expected to follow all applicable copyright laws. Any trademarks, logos, or intellectual property not created by the competitor must be supported by proper documentation.
5. Projects submitted for competition become the property of FBLA. These projects may be used for the publication and/or reproduced for sale by the state or national association.

FBLA Adobe Photo Editing:
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
Principles and elements of design and composition	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 compositional elements and/or principles of design in the creation of the submitted images, resulting in photographs that fall short of meeting client expectations.		Compositional elements and principles of design were utilized to create professional-looking images that meet client expectations.		The use of compositional elements and principles of design led to the successful end product and helped the audience see a visual story			
	0	○	10	○	20	○	30	○		
Blending and Technical Execution	Images are not altered in any significant way. Changes are easily identified.		Fixes are minimal and easily spotted. While the adjustments are easily identified, attempt to blend can be seen		Fixes are moderate and the user successfully executes many of them, minor artifacts are still noticeable but additional considerations were made to account of the nature of the original photo		Fixes are near flawless, while there may be some minor issues, most of the work is flawless and clear considerations were accounted for based on the nature of the original photo.			
	0	○	7	○	14	○	20	○		

Image Quality										
Image Editing and Processing	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	○	7	○	14	○	20	○		
Color – Design - Layout	The use of images, color, and text are not cohesive and do not work together.		There is little use of images, color, and text being cohesive and or working together.		Use of images, color, and text are cohesive and work well together.		Use of images, color, and text are cohesive and work well together.			
	0	○	7	○	14	○	20	○		
Use of Time	Student was unable to complete many of the tasks assigned		Student was able to make some changes to the photo or photos but approximate half of the tasks were not attempted		Student attempted a majority of the tasks in the time provided between the photos.		Student attempted many of the tasks and completed at least half in the time provided.			
	0	○	7	○	14	○	20	○		
Understanding of the Program	Decisions made in the program were did not make sense for the tasks being executed		Few decisions made correlated to the tasks assigned. Many of the choices seemed arbitrary or in hope to make it work		Many decisions made correlated to the tasks assigned. Some choices may have been arbitrary or an attempt to complete a task		Decisions made by the student correlated to the tasks assigned. Few choices may have been arbitrary or unfinished to complete a task.			
	0	○	10	○	20	○	30	○		

FBLA Adobe Photo Editing:
Project Rating Sheet

Image Effectiveness									
Creativity, emotional impact, and overall effectiveness	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 minimal 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	○	

Technical Specifications	Not Demonstrated		Meets Expectations		Points Earned	Tie Breaker
File Submission	All required image files were not submitted.		All required image files were submitted.			
	0	○	10	○		
File Management	Student made no attempt to properly label their file and failed to embed items into the editing file		Student named their files correctly and embedded all necessary items into their editing file			
	0	○	10	○		
Image dimensions and resolution	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	○		
			Project subtotal (200 max)			

Penalty Points					
Project guidelines not followed	-5	○	**Total penalty**	-	
			Grand total		

Name: _____

School: _____

Judge's signature: _____ **Date:** _____