



# 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: \_\_\_\_\_