



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
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 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		10		20		30			
In-camera decision-making (placement/posing of subject, vantage point, light source, framing, simplicity, etc.)	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		7		14		20			
Image Quality										
Exposure	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		7		14		20			
Focus and depth of field	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		7		14		20			
Color and/or grayscale	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		7		14		20			
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		10		20		30			



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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 <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		
Technical Specifications	Not Demonstrated		Meets Expectations		Points Earned	Tie Breaker
File submission	All required image files <u>were not</u> submitted.		All required image files <u>were</u> submitted.			
	0		10			
File labeling	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			
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: _____