CSMF Rubric - PHOTOGRAPHY

	Technical Expertise: Photographer's skill in visual elements, composition, lighting, focus, and editing. Strong technical choices enhance the image's clarity, depth, and overall impact.	**Content (Story/Concept):** Evaluates the story or message conveyed through the photograph. Successful projects use visual elements to communicate a clear, engaging narrative or theme.	**Creative/Innovative:** Considers ~~in~~ perspective, technique, and style. Creative projects take unique approaches to subject matter or explore new visual methods.	**Media Literacy:** Considers ethical choices, such as proper attribution and responsible use of tools and edits, along with reflection on how the photograph affects viewers. Use of AI is OK if cited. **LINK TO CITATION TIPS**
9-10	Masterful use of visual elements, composition, lighting, focus, and editing. All technical elements contribute to a highly impactful and visually engaging photograph.	The photograph tells a powerful story or communicates a clear, well-developed concept. The subject evokes a strong emotional or intellectual response.	Project shows highly creative and experimental use of photography techniques (e.g., perspective, lighting). The photograph feels bold and original.	Project shows excellent understanding of visual storytelling and media ethics in photography. Original student work is cited. Proper citation of all assets (e.g., people, sound, models, technology tools such as AI) and process documentation are included.
7-8	Strong technical skills with minor flaws in visual elements, composition, lighting, or editing.	A clear story or concept, though it may lack the depth of top-tier projects. The photograph communicates effectively but does not fully engage emotionally.	Project shows creative use of photography techniques, but within more conventional approaches. Some experimentation, though not fully original.	Project shows good understanding of media literacy and ethical use of photography. Most assets (including technology tools such as AI) and processes are cited and documented.
5-6	Adequate technical skills, though there are noticeable issues in visual elements, focus, lighting, or composition that detract from the photograph.	The subject is clear, but the story or concept is underdeveloped. The photograph feels conventional, with minimal emotional impact.	Project shows creative effort, but the overall approach is conventional. Little risk-taking in terms of composition or technique.	Project shows basic understanding of media literacy and ethical use. Some missing or incomplete citations and processing documentation.
3-4	Significant technical issues (e.g., visual elements, poor lighting, focus problems) make the photograph difficult to interpret or appreciate.	The concept or story is unclear. The photograph lacks purpose and feels disconnected.	Project shows minimal creativity or innovation. The photograph feels rushed, and the composition lacks originality or depth.	Project shows limited understanding of media literacy or ethics. Few or no sources cited.
1-2	Major technical problems (e.g., visual elements, poor lighting, framing issues) make the photograph ineffective.	No clear concept or subject. The photograph feels unfinished or without direction.	Project shows no creativity or originality. The photograph feels like a direct imitation or lacks personal input or experimentation.	Project shows no understanding of media ethics or media literacy. No citations.