

Digital Photo Production

This category is defined as any computer created original project using original student photographs. The project must be displayed on a computer in the program in which it was created. The student should be prepared to demonstrate to judges how the software was used to create the finished project. A hard copy of the finished project may be displayed but is not required.

Area	Minimal	Partial	Mastery
Product -The end result of the project created by the student.			
Intended Purpose - 20% Did all elements of the project work together to serve the intended purpose?	No elements of the design fit the intended purpose of the project.	Resulting image is not properly composed and/or has improper levels of exposure and white-balance. The edits do not fit together to create the intended effect(s) on the photo.	Resulting image is high quality with the proper levels of exposure and white-balance. Resulting image is properly composed due to the placement of the objects in the image in relation to the location of the camera. Multiple edits work together to create specific effects on the photograph.
Complete and Functional - 10% Did the student(s) complete the entire project?	Project is incomplete, unedited, or the photograph is not an original student photograph.	Project is an original student photograph but not many edits were made to the photo.	Project is an original student photograph that has also been edited by the student to enhance original image.
Process The procedures and structure framework to meet the requirements of the product and final design.			
Understanding - 30% Did student(s) demonstrate a solid understanding of the software for project development?	Student displayed little to no understanding of the software used.	Student is unable to answer some questions about the software or the editing process.	Student is able to present all edits in order to show the editing process from the original photo to final, completed project.
Creativity - 30% Did student(s) use a higher level of creativity throughout the design process and oral presentation? (Nervousness should NOT count against the student)	Minimal levels of creativity shown in the project design and oral presentation.	Students display lower levels of creativity in the design process and/or oral presentation. (Nervousness should NOT count against the student)	Student displays a high level of creativity throughout the entire design process. The oral presentation is unique, well-planned, and creative. (Nervousness should NOT count against the student)
Documentation - 10% Did student(s) include citations for sources and permissions for non-student produced materials? (full credit if not required)	None of the required documentation present.	Some or most required permissions present.	ALL required permissions present OR none needed.