

PHOTOSHOP PROJECT GRADING RUBRIC

	NAME	TOTAL /50
	Full Points	Negative 1 Point
	Additional Items	
A	Student has printed this rubric	Student has not printed this rubric
I		
	Layout Justification	
L a y o u t J u s t i f i c a t i o n	Layout design ideas are repeated a minimum of 4 times or more	Any layout design idea is repeated less than 4 times
	All content including annotation and tools used are consistently in conformance with the layout design	Any content is placed such that it does not represent clearly the intended layout design
	layout design content exhibits the same dimensional values at separation, attachment, or relationship	Any layout design content exhibits inconsistent and or variable dimensional values at separation, attachment, or relationship
	The layout design idea is visually accessible, the layout idea can be perceived visually	The layout design idea cannot be perceived visually by the grader (check grader perception in advance)
	The layout design exhibits innovation or risk taking and is the students own unique work in every aspect	The layout design lacks innovation or risk taking and is not the students own unique work in every aspect
	Selection Precision	
e l e c t i o n P r e c i s i o	Content is completely clear of any pixels intended for removal	Any content item shows pixels that should have been removed
	Content is clear of any halo effect	Any content item has any halo of any sort
	Content is placed with accurate pixel spacing	Any content item is placed such that the number of pixels between items is inconsistent
	Content is aligned accurately	Any content item is placed such that they do not align with the layout design
	Content layer order is consistent with layout design	Any content item is overlapping any other content item in an inconsistent manner
	Required Annotation	

R e q u i r e d A n n o t a t i o n	All 3 reasons supporting objective focus are annotated	Any of the three required reasons supporting the objective focus are missing or not clearly linked to the content item considered as the objective focus
	The layout design idea is annotated	The layout design idea is not annotated or does not link in some way to the layout design by location, symbol, or additional content
	Three characteristics of the style are annotated	Any of the three required annotations are not present or do not link to the characteristic content
	The selection tool used to isolate completely one content item is annotated	The selection tool is not annotated or does not link to the content item that was selected and isolated
	Annotation for all content is present	Any item displayed in the board (other than annotation itself) does not have an annotation

Required Content Group 1

e q u i r e d C o n t e n t G r o u p	Background	No background is present or visually accessible
	Style name	The style name is not present in the board
	3 images that display the style	Any of the 3 required images that display the assigned style are not present in the project
	3 images showing a different characteristic of the style as its content focus	Any of the 3 required images that display style attributes are not present (the specific attribute should be represented in the largest percentage of area in the image)
	Image representing contributor (s) who developed the style	No image is present representing contributor (s) who developed the style

Required Content Group 2

e q u i r e d	Plan displaying the style	No content displays a plan designed using the assigned style or the plan shows annotation not of the student's creation
	Building section displaying the style	No content displays a building section designed using the assigned style or the section shows annotation not of the student's creation

C o n t e n t G r o u p	Product or furniture related to the style	No image displays product or furniture related to the style as the focus of its content (product or furniture should represent the largest percentage of area on the image)
	Fashion or art related to the style	No image displays fashion or art related to the style as the focus of its content
	One content image subject is completely selected, cut out, and isolated from all other content in that image, with a support file showing the image in its original state	No content item has been completely selected, cut out and isolated from all other content and the student can produce a file showing the content before it was isolated

Pixel Density

P i x e l D e n s i t y	Content edges are smooth clean and consistent	Any content edge shows pixelization, blur, or feather that is inconsistent with other content
	Content has consistent pixel density in its field	Any contents field shows inconsistent pixel density as it relates to other content contained in the project
	Content is free of blurry or blocking regions	Any content shows blurry or blocky regions (other than those areas objectively blurry or blocky in a purposeful and consistent way)
	The board has correct dimensions displayed in the PSD file	Any error in required dimensions for the project in the PSD file
	The project has the correct pixel density in the PSD file	Any error in the required pixel density for the project in the PSD file

Print and Mounting

P r i n t a n d	The board has correct dimensions displayed in the printed board	Any error in required dimensions for the project in the printed board (students will lose points for the printed board and the file in this category)
	The project has the correct pixel density	Any error in the required pixel density for the project (students will lose points for the printed board and the file in this category)
M o u n t i n g	Appropriate media has been used	Any media that does not have a photo type finish
	Appropriate media has been used	Any type of peeling, bubbling, alignment error, or glue showing in error
	Appropriate cuts have been made	Any type of ripping, bending, crushing, warping, discoloration or bending of the board

Objective Focus

O b j e c t i v e F o c u s	The first of three objective reasons why one content item is dominant visually over all other items contained in the project	The first of three required reasons supporting one content item as the most dominant item in the project is not present
	The second of three objective reasons why one content item is dominant visually over all other items contained in the project	The second of three required reasons supporting one content item as the most dominant item in the project is not present
	The objective focus is visually accessible, the objective focus can be perceived visually	The objective focus cannot be perceived visually by the grader (check grader perception in advance)
	The reasons for the objective focus are due to work the student has performed in Photoshop using tools in the application	Any of the objective reasons for the objective focus where already present in the content and not part of the students own work in Photoshop (the student is required to produce a digital copy of the original content item)

Readability

R e a d a b i l i t y	First instance of text is clearly contrasting and readable in relationship to its background	First instance of text is the same or similar color, pattern, or texture to its background, or is not visually accessible
	Second instance of text is clearly contrasting and readable in relationship to its background	Second instance of text is the same or similar color, pattern, or texture to its background, or is not visually accessible
	Style attributes are visually accessible	Style attributes cannot be seen clearly and in their entirety in the image provided (some of the image may be covered, but not any part of the displayed attribute)
	Style attributes are visually accessible due to their annotation	Annotation of the attribute highlights or makes clear the specific nature of the attribute
	Annotations are clearly linked to content that they annotate	Annotation of any content item is not clearly linked to content

Process Files

p r o c e	Files are open and accessible to the professor at the time of grading	All files are not open and accessible to the professor at the time of grading
	All five files are available	Any one of the 5 required files are not present at the time of grading
	Files exhibit the process of the same layout design	Any one of the 5 required files does not represent the same process, idea or layout

s s F i l e s	Files exhibit clear equally spaced time snapshots of the students process	Any one of the 5 required files lacks attributes of the design process (1- Image file with images only 2- layout with images only 3- layout with images and annotation 4- Final project 5- One other of any type)
	Files are saved in an organized manner	Files are not contained in the same drive or folder or files do not have a consistent naming convention

Definitions

D e f i n i t i o n s	Content = text Images, shapes, etc. anything shown on the board	Support File = a file showing the original procured image with no modifications made by the student
	layout design = the idea for how you design or place content, the organizational system, the guiding idea for the layout, i. e. radial, linear, grid etc. Also layout design idea	
	Halo effect = coloration around the edge of content after removal of a selected area	
	Annotation = text and or symbols that link to content in a visually accessible way	