

iProject Evaluation Rubric

	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)	Value
Design Process (Thinking and Inquiry)	Generates few ideas, and shows limited ability to reflect and revise.	The concept is not strikingly original, but it is developed consistently.	Picks the best of a number of ideas and develops it well.	Creative and original concept, improved during development.	8
Photography (Application)	Pose is not expressive and background is low contrast.	Pose is not expressive, or background is low contrast.	Achieves a well composed photo with high contrast.	Achieves an original and eye-catching pose with sharp focus, high contrast.	7
Knowledge of Software	Reluctant to learn and use new tools and procedures.	Does not use all the appropriate tools for this project.	Uses layers, and appropriate selection tools.	Discovers and uses new capabilities of the software.	10
iPoster (Application)	Missing required elements, the silhouette is blurred and ragged.	Missing required elements or the silhouette is blurred and ragged.	The project is completed on time with clean silhouette, shadow, and title.	The project is completed with additional elements e.g., lighting effects.	10
iProject Design (Communication)	Message is unclear, contradictory, and lost in the graphical confusion.	The message is unclear, or contradictory, or lost in confusion.	Graphic elements are used effectively to interest the viewer & convey message.	Graphic elements are used creatively to attract the viewer & convey message.	15
Total					50

Name: _____

Class: _____

	Comments	Mark	Value
Design Process (Thinking & Inquiry)			8
Photography (Application)			7
Knowledge of Software			10
iPoster (Application)			10
iProject Design (Communication)			15
Total			50