

	<u>Mastery</u> 95-100 pts	<u>Good</u> 85-95pts	<u>Average</u> 75-85 pts	<u>Limited</u> 60-75 pts	<u>Poor</u> 0-59 pts
Concept, Idea, Visualization, Objective	Shows coherency of the concept with a high degree of originality and sophistication. The idea is well stated with visual elements and cues.	Shows coherency of the concept with some originality and sophistication. The idea is stated with visual elements and cues but needs to be clearer or more strongly evident.	Shows some coherency of concept with commonly used imagery. The idea is obtuse, and requires greater clarity through the use of visual elements and cues.	Lacks general coherency of the concept. Many of the visual elements and cues do not lead the viewer to the intended idea.	Lacks any coherency of the concept. Visual element and cues do not lead the viewer to the intended idea.
Composition & Design	Shows strong internal integrity of the visual elements. Nothing needs to be added or removed. Framing is superb.	Shows internal integrity of the visual elements. A visual element needs to be added, moved or removed. Framing needs some slight adjustment.	Shows some weaknesses in the integrity of the visual elements. More elements need to be added, or removed. Composition needs adjustments.	Image is breaking apart. There is very little integrity of the visual elements. Most visual elements need to be rethought. Framing needs major readjustment.	Visual integrity is nonexistent and image has broken apart. All of the visual need to be rethought. Framing needs a complete overhaul.
Technical Control	Shows mastery in the use of photographic equipment and techniques to attain a proper exposure.	Shows good command of the use of photographic equipment and techniques to attain a proper exposure.	Shows some command of the use of photographic equipment and techniques to attain a proper exposure.	Shows limited in the use of photographic equipment and techniques to attain a proper exposure.	Shows little or no command of the use of photographic equipment and techniques to attain a proper exposure.
Creative Control	Shows excellent use of depth of field and motion control to obtain artistic expression.	Shows good use of depth of field and motion control to obtain artistic expression.	Shows some use of depth of field and motion control to obtain artistic expression.	Shows limited use of depth of field and motion control to obtain artistic expression.	Shows little or no use of depth of field and motion control to obtain artistic expression.