Photo II, Project # 5
- ### Color & Emotion

By the end of the Project, Students will be able to:
- Purposefully use color theory to communicate a sense of the invisible (emotion and music)
- Recognize elements of color theory in artwork and cinema
- Scan negatives and utilize basic computer editing techniques to improve prints
- Print digital pictures using professional printers

Project Rubric	Beginning	Developing	Proficient	Advanced
Project Requirements (5 pts) Meets criteria and submitted on time.	Does not meet criteria Missing more than one print or contact sheet	Does not meet all the criteria ✓ Missing the contact sheet ✓ Missing 1 print ✓ OR Not in portfolio	Meets most of the criteria: turned in contact sheet and 3 prints, **but has less than a full roll of film** on the contact sheet	Meets all criteria: ✓ shot a full roll of film ✓ 1 contact sheet ✓ 3 8"x10" prints in folder
Participation & Effort (5 pts) Came to class with all necessary materials, ready to work? Made good use of class time?	Repeatedly came to class unprepared; illustrated minimal effort to complete assignment; poor use of class time; showed a disregard for safety procedures; didn't clean up after working	Occasionally came unprepared to class; needed reminders on how to use class time wisely; Needs to be safer/cleaner/more respectful in the class and/or darkroom; more effort would improve quality	Came to class with all necessary materials; often made good use of class time; maintained a safe, clean, respectful learning environment in the class/darkroom	Came to class with all necessary materials; made excellent use of class time and/or came in outside of class; maintained a safe/clean/respectful learning environment; helped classmates when available
Camera Operations (10 pts) Does Contact Sheet demonstrate good camera operations, light meter readings? Did the first roll of color film come out?	Contact sheet shows evidence of poor camera operations with repeated shots that are out of focus or over/under exposed. Students should review camera operations.	The first roll of film did not come out because of improper camera operations/film loading. 2nd roll demonstrates a decent understanding of camera operations, but has a few examples of incorrect exposures/poor focus, etc.	Contact sheet shows a decent understanding of camera operations, light meter reading, but has a few examples of poor focus/exposures	Contact sheets show negatives that demonstrate an excellent understanding of camera operations, light meter reading, and awareness of color
Print Quality & Craftsmanship (10 pts) Prints demonstrate an understanding of the scanners, PhotoShop, and digital printers?	Prints show evidence of being improperly scanned, printed at the wrong resolution (pixelated!), or were not edited properly, if at all.	Prints are acceptable, but show little evidence of editing. Images need to be edited further before printing up.	Prints are good but could be improved by small edits (cleaning dust, levels adjustments, color balance, dodge/burn, or different cropping)	Prints are clean and demonstrate an excellent understanding of Photoshop resizing and editing techniques (levels, hue/saturation, dodge/burning)
Composition & Lighting (10pts) Is there a purposeful use of composition & lighting in the picture?	✓ Images do not demonstrate an understanding or awareness of compositional techniques ✓ Image was shot in poor lighting or demonstrates no awareness of quality or direction of light	✓ Images demonstrate a slight awareness of composition, but should review notes on composition to improve. ✓ Images could be improved with stronger use/awareness of lighting. Review notes.	✓ Demonstrates an awareness of composition including movement, balance, perspective, & juxtaposition ✓ Good awareness and use of lighting in the scene	✓ Demonstrates an excellent awareness Composition and utilizes excellent movement, balance, perspective, and/or juxtaposition ✓ Excellent use of lighting with strong quality, type, and/or direction of light
Color Theory (10pts) Purposeful awareness/use of color to communicate meaning	✓ Contact sheet & prints do not show significant awarness of color theory… ☹	✓ Contact sheet & prints demonstrate a limited awarenss of color theory. Student should review resources provided.	✓ Contact sheet & prints demonstrate a decent awarenss of color theory throughout the roll.	✓ Contact sheet & prints demonstrate a strong awarenss of color theory with various color relationships throughout the roll.
The Design Process (10 pts) Researching, developing and planning creative ideas	✓ Unable to explore different approaches to creative problems and/or needs constant assistance while working on the project ✓ Ineffective use of sources/info for creative problem-solving	✓ Minimally explores different approaches to project assignment ✓ Moderately effective use of sources/info for creative problem solving ✓ Contact sheet lacks variety or evidence of original thought.	✓ Explores multiple approaches to project assignment ✓ Effective use of sources/info for creative problem solving ✓ Independently develops ideas	✓ Explores multiple approaches to project assignment ✓ Highly effective use of sources/information for creative problem-solving ✓ Independently develops original ideas
Intended Communication: (10 pts) Purpose & message	✓ Unclear intent or message; lacks visual impact. ✓ Conceptual focus is unclear.	✓ Message/intent lacks clarity; visual impact moderately engages the audience. ✓ Color, Composition, Lighting & Visual Focus does not support the Conceptual Focus of the project.	✓ Message/intent generally clear; visual impact engages the viewer. ✓ Color, Composition, Lighting & Visual Focus somewhat supports the Conceptual Focus of the project.	✓ Message/intent is exceptionally clear; visual impact is compelling and effectively engages the viewer. ✓ Color, Composition, Lighting & Visual Focus effectively supports the Conceptual Focus of the project.

Feedback:

Deduction of points for   -   pts

Total Score: /70 pts