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| **AREA** | **NOT PROFICIENT** | **PROGRESSING** | **PROFICIENT** | **Mastery** |
| **Production Planning**Does the project show evidence of advance planning and organization to accomplish a specified goal or effect? | No evidence of planning and organization to accomplish the goals of the final project.  | Some evidence of planning and organization to accomplish the goals of the project. | Clear evidence of planning and organization to accomplish the goals of the final project. | Evidence of planning and organization to accomplish the goals of the final project leaves the viewer wow’d. |
| **Documentation**Did the student document non-student produced materials? | No required permissions present or unclear. | Most required permissions included, but not all. | One permission may still be in question. | ALL permissions are clearly identified. No questions left in the viewer’s mind of ownerships. OR all is original work (music, sound, photos) |
| **Composition**Does the project show evidence of skilled use of editing techniques? | No organization or arrangement apparent with the elements of the picture(s). | Images(s) are shot in a plain manner, distracting from the composition and leaving image stagnant. Backgrounds are busy or distract from the focus of the image.  | Image composition has potential, but other angles, focal lengths and positioning of subjects will improve image.  | Strong composition. Images are strong because of layout and placement of camera and editing enhancements. |
| **Image Quality**How clear and focused is the image? | All image(s) are out of focus. Does not apply if the lack of focus is artistically intentional. | Some images are slightly out of focus. Does not apply if the lack of focus is artistically intentional. | Good quality images with proper exposure. | Outstanding image quality with proper exposure. |
| **EDITING Understanding**Does the student demonstrate a solid understanding of all aspects of the editing process? | Student has difficulty clearly discussing AND demonstrating the use of the software to accomplish the goals of the project. | Student can discuss and demonstrate some aspects of the use of software and hardware to accomplish the goals of the project. | Student can clearly discuss and demonstrate the use of software and hardware to accomplish the goals of the project. Student has mastered the editing process. | Student can clearly discuss and demonstrate the use of software and hardware to accomplish the goals of the project. Student has mastered the editing process. |
| NOTES: |

This category is defined as any original computer project using photographs. The project MUST have been edited on a computer with digital photo editing software and exported into a digital video format. The project must be displayed for viewing on a computer and editing process needs to be demonstrated. A hard copy of the finished project MAY be displayed.