

Movie Poster Assignment Evaluation Rubric

Name: _____

Requirements:	Level 1 (50%-59%)	Level 2 (60%-69%)	Level 3 (70%-79%)	Level 4 (80%-100%)
The student has effectively planned the document by researching using the internet, printing and submitting an 8" x 10" copy of the poster on 8.5" x 11" paper and completing and submitting a detailed photograph planning sheet.	The document is planned with limited effectiveness.	The document is planned with some effectiveness.	The document is planned with considerable effectiveness.	The document is planned with a high degree of effectiveness.
The student has met the technical requirements for the document including: <ul style="list-style-type: none"> - Correctly naming the file - Correctly sizing as a 10" by 8" document at 300 pixels/inch - Creating at least 3 correctly named layers containing at least a single photo, the title and the movie details. - Ensuring that all photos and text are original creations 	The technical requirements are met with limited effectiveness.	The technical requirements are met with some effectiveness.	The technical requirements are met with considerable effectiveness.	The technical requirements are met with a high level of effectiveness.
<ul style="list-style-type: none"> - The photographs meet the composition and lighting rules discussed in class and are appropriately cropped and sized. - The photographs were well planned in terms of subject(s), expression, props, etc. - The photographs are accurate reproductions of the original photos. 	The photography requirements are met with limited effectiveness.	The photography requirements are met with some effectiveness.	The photography requirements are met with considerable effectiveness.	The photography requirements are met with a high level of effectiveness.
<ul style="list-style-type: none"> - The student has included the movie title, subtitle and appropriate additional text (ie. production and release information) - The student has chosen fonts, font sizes and styles which are consistent with the original poster. - The student has chosen colours which are similar to the original and/or complementary and attractive. - The text is attractively formatted to make it easy to read and creative 	The text requirements are met with limited effectiveness.	The text requirements are met with some effectiveness.	The text requirements are met with considerable effectiveness.	The text requirements are met with a high level of effectiveness.
<ul style="list-style-type: none"> - The student has created a document which is creative, imaginative and an interesting reproduction of the original . - The student has used tools and commands in Photoshop to effectively and efficiently complete the assignment. - The student used the assigned time efficiently and effectively in completing the task and solving problems. 	<ul style="list-style-type: none"> - The document is a poor reproduction. - The student used the Photoshop tools and commands with limited effectiveness. - The student used the assigned time poorly. 	<ul style="list-style-type: none"> - The document is an adequate reproduction. - The student used the Photoshop tools and commands with some effectiveness. - The student used the assigned time fairly well. 	<ul style="list-style-type: none"> - The document is a good reproduction. - The student used the Photoshop tools and commands with considerable effectiveness. - The student used the assigned time well. 	<ul style="list-style-type: none"> - The document is an excellent reproduction. - The student used the Photoshop tools and commands with a high degree of effectiveness. - The student used the assigned time exceptionally well.

Note: A student whose achievement is below Level 1 (50%) has not met the expectations in the specific area.

Overall Level of Achievement

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