**Commercial Photography**

**Your Portfolio Rubric**

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| Student Name: |  |  | Date: |  |
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| **CATEGORY** | **4** | **3** | **2** | **1** |
| **Body of Work** | The portfolio is an accurate and comprehensive representation of the student's body of work. | The portfolio is an acceptable reflection of the student's body of work but needs development. | The portfolio is a poor reflection of the student's body of work in the program. | The student's portfolio is incomplete. |
| **Creativity** | The student's portfolio design reflects an exceptional degree of student creativity in organization and/or final product. | The student's portfolio design reflects an acceptable degree of creativity in organization and/or final product. | The student's portfolio design lacks creativity in organization and/or final product. | The student's portfolio design does not meet expectations. |
| **Attractiveness** | The portfolio is exceptionally attractive in terms of design, layout, and neatness. | The portfolio is attractive in terms of design, layout, and neatness. | The portfolio is acceptably attractive though it may be a bit messy. | The portfolio is distractingly messy or very poorly designed. It is not attractive. |
| **Graphic Images** | Graphic images of work are of exceptional quality throughout the portfolio. | The quality of graphic images is acceptable. | More than half of the graphic images of work are unacceptable. | The quality of graphic images is unacceptable. |
| **File Types** | The file types used are appropriate for the portfolio content. | Most of the file types used are appropriate for the portfolio content. | More than half of the file types used are inappropriate for the content. | The file types used are inappropriate for the portfolio content. |
| **Portfolio Planning**  **- Portfolio Goal  - Portfolio Worksheet  - Organizational Structure  - Supporting Documents  - Tracking Spreadsheet** | Student fully participated in the portfolio planning process. All elements/documents are of exceptional quality. | Student participated in the portfolio planning process. One or two of the planning elements/documents were not created. | Student minimally participated in the portfolio planning process. Three or more of the planning elements/documents were not created. | Student did not participate in the portfolio planning process. |
| **Grammar and Mechanics** | There are no grammatical mistakes. Capitalization and punctuation are correct throughout the portfolio. | There is one grammatical mistake. There is one error in capitalization or punctuation. | There are two grammatical mistakes. There are two errors in capitalization or punctuation. | There are three or more grammatical mistakes. There are three or more errors in capitalization or punctuation. |
| **Point to Grade Conversion: 25-28=A; 22-24=B; 19-21=C; 17-18=D; Below 17=F** | | | **TOTAL POINTS:** |  |
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