

Photography/2D Art Judging Criteria: (High School)

1. Creativity/Originality - Unique use of materials, concept, design, pushing boundaries
2. Composition- Balance and use formal elements of fine art and/or design
3. Use of Color- (or value if monochromatic)
4. Emotional Quality- Ability of the work to connect with viewer and evoke emotional response
5. Overall Execution- Complete work including technical proficiency of media

PHOTOGRAPHY/ 2D ART CRITERIA	1 STAR	2 STARS	3 STARS	4 STARS	5 STARS
Creativity/Originality	Work demonstrates little or no originality/creative approach	Work indicates some reference to similar works in the genre, yet begins to demonstrate and individual and personal voice	Reference to similar work is apparent, yet is treated with individual creativity that moves successfully toward originality	Work demonstrates an accomplished level of creativity and originality using references as foundation for individualism	Work is an outstanding example of originality and creative process and results in an engaging piece rooted in art historical and/or photography references
Composition	Work does not demonstrate knowledge of the formal elements of art/photography and principles of design to include: balance (symmetrical/asymmetrical), emphasis, contrast, rhythm, variety, proportion, etc.	Work demonstrates limited knowledge of the formal elements of art/photography and principles of design, however, is not cohesive	Work successfully employs some formal elements of art/ photography and principles of design and begins to visually engage viewer	A clear understanding and application of the formal elements of art/photography and principles of design are evident in the work. The work visually engages the viewer	The work masterfully employs the formal elements of art/ photography and principles of design to successfully engage the viewer and maintain visual interest
Use of Color (Value if Black and White)	Limited or arbitrary use of color or value	Some use of color theory and value is indicated; however, color message is not remarkable	Color and/or use of light and dark begin to effectively engage viewer	Color and/or use of light and dark demonstrate a clear knowledge of visual weight and color/value impact to engage viewer	Color and/or black and white is sophisticated and masterfully used to engage viewer and serves as an integral part of the work
Emotional Quality	Work does not evoke viewer response or emotion	Work begins to evoke viewer response, however, limited and not remarkable	Viewer is engaged in the work; Work begins to connect to viewer emotionally	Work is successful in evoking viewer response, extended thought, and emotion	Work masterfully creates a visual dialog with viewer and evoking response, though, analysis, and emotion
Overall Execution	Work does not demonstrate proficiency in medium, technical skills or creative process	Work demonstrates limited technical skill, use of medium, however, begins to explore the creative process	Work demonstrates average technical skill and use of medium, and creative process	Work demonstrates accomplished technical skills, use of medium and clear understanding of creative exploration	Work demonstrates mastery of technical skills and medium, and sophistication in the creative and artmaking process