

# Intro to Photography – Product Photography

## Part 1 (100 Points)

Criteria	Pts	Exemplary (A)	Proficient (B)	Developing (C)	Needs Improvement (D/F)
Composition & Framing	25	Strong composition with intentional angles, balanced framing, and clear emphasis on the product. Image is visually engaging and well composed.	Good composition with effective framing. Product is clear, though angles or balance may be slightly inconsistent.	Basic composition. Product is visible but framing lacks intention or balance.	Poor composition. Product is unclear, poorly framed, or distracting elements dominate the image.
Lighting & Exposure	25	Lighting is clean, controlled, and enhances product details. Exposure is accurate with no blown highlights or deep shadows.	Lighting is mostly effective with minor exposure issues that do not significantly distract.	Uneven lighting or exposure problems reduce clarity or detail.	Poor lighting. Image is overexposed, underexposed, or product details are lost.
Focus & Image Quality	20	Image is sharp, clear, and professional quality. Focus enhances the product and supports the composition.	Image is mostly sharp with minor clarity or focus issues.	Focus is inconsistent or slightly soft, reducing image quality.	Image is blurry or very low quality; focus issues severely impact the product.
Creativity & Presentation	20	Product is presented in a creative, engaging, and visually interesting way that enhances appeal.	Some creative choices evident; presentation is effective.	Limited creativity; presentation is basic or predictable.	No creativity; careless or unintentional presentation.
Completion & Requirements	10	All required images completed and submitted correctly following project guidelines.	One minor requirement missing.	Several requirements missing or incomplete.	Project incomplete or not submitted.

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## Part 2 (100 Points)

Criteria	Pts	Exemplary (A)	Proficient (B)	Developing (C)	Needs Improvement (D/F)
Editing & Color Accuracy	30	Edits enhance the product; colors are accurate and consistent; adjustments are clean and professional.	Good editing overall with minor color or adjustment inconsistencies.	Editing is uneven; colors or tones may be over- or under-adjusted.	Poor or missing edits; color and tone detract from the product.
Background & Cleanup	20	Background is clean, distraction-free, and professionally prepared.	Background mostly clean with minor distractions.	Some distracting elements remain in the background.	Background is cluttered or distracting.
Technical Execution	20	High-quality edits with no visible errors or artifacts.	Minor technical errors present.	Multiple editing mistakes affect quality.	Major technical flaws present.
Visual Consistency	20	Images share a consistent style and professional look.	Mostly consistent style across images.	Inconsistent style or appearance.	No consistency between images.
Completion & Export	10	Correct format, size, and submission.	Minor export or format issues.	Wrong format or size.	Not submitted or incorrect file.

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## Part 3 (100 Points)

Criteria	Pts	Exemplary (A)	Proficient (B)	Developing (C)	Needs Improvement (D/F)
Overall Visual Impact	30	Strong, professional product presentation suitable for advertising or marketing.	Clear presentation with good visual impact.	Average presentation with limited impact.	Weak visual impact.
Branding & Message	25	Clear product message with strong branding feel.	Message mostly clear.	Message unclear or inconsistent.	No clear message.
Creativity & Style	20	Highly creative and original presentation.	Some creativity evident.	Limited creativity.	No creativity.
Technical Quality	15	Excellent focus, lighting, and edits.	Minor technical issues.	Several technical issues.	Poor technical quality.
Completion & Submission	10	All parts complete and submitted correctly.	One item missing.	Several items missing.	Incomplete or missing submission.