**Product Photography and Still Life Photography - Evaluation**

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| **Guidelines**   * Create **3 still life images** * Produce **3 product photos** * Take shots in full-auto, semi-auto, and manual * Adjust exposure (shutter speed, aperture size, ISO) | **Camera Techniques**   * **Depth of Field** (Small & Large) * High & Low Angle Shots * Mid Length Shot * Close up Shot |

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| **Description** | **Comments** | **Levels** |
| **Studio Work - Application of Skills** | | |
| The **elements and principles** have been effectively used in the arrangement of your images. |  | 0-1-2-3-4- |
| **Camera techniques** have been used to explore lighting, camera functions, DoF, and various angles. |  | 0-1-2-3-4- |
| Your photos display a strong understanding of **composition** through background setup, placement of objects, and lighting. |  | 0-1-2-3-4- |
| The photos **create visual interest** through the use of groupings, scale & detail, and lifestyle compositions. |  | 0-1-2-3-4- |
| Each of the photos are **in-focus** and display **proper exposure** (lighting). |  | 0-1-2-3-4- |
| The final presentation of your images displays a strong **compositional sense**, and an effective **overall appearance**. |  | 0-1-2-3-4- |
| **Exploration | Experimentation | Effort – Sharing Work & Ideas (Critical Analysis)** | | |
| **Planning & Process (Ideation)**  The project displays thoughtful planning.  There is **evidence of trial and error** in the formation of the final concept.   * How did you start your project? * Did you use any planning or brainstorming strategies? * How did you organize your media content? |  | 0-1-2-3-4- |
| **Critical Analysis**  Sharing of the work provides **insight into the creative process.**  Displays **strength in ideas,** techniques and an interest in continual refinement of skills.   * What did you do well? * What challenges did you encounter? * Where did you find inspiration? |  | 0-1-2-3-4- |
| **Overall Mark** | | **%** |