**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** |  **%** |