

<b>INSTRUCTOR:</b> Janice Hathaway	<b>COURSE:</b> ART 292 Computer Graphic Design II
<b>STUDENT NAME:</b>	
<b>PROJECT 2: Food Styling &amp; Writing</b>	
<b>C R I T E R I A   F O R   G R A D I N G</b>	

**PHOTOGRAPHY**

How successful are your photographs including sharpness, resolution and appropriate depth-of-field?	1 6	2 7	3 8	4 9	5 10
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How well controlled is the lighting for your photographs?	1 6	2 7	3 8	4 9	5 10
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How successful was your styling of your photographs using interesting settings, and food related items to convey a sense of mood and environment?	1 6	2 7	3 8	4 9	5 10
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How in depth were your photography studio session including multiple set ups and multiple photographs for each set up?	1 6 11	2 7 12	3 8 13	4 9 14	5 10 15
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**TECHNICAL CONTROL**

How successful were your enhancements in Adobe Bridge? <ul style="list-style-type: none"> <li>• Photographs taken as camera RAW</li> <li>• Photographs taken as Adobe RGB</li> <li>• Bridge adjustments for exposure, shadows and blacks</li> <li>• Noise reduction</li> </ul>	1 6	2 7	3 8	4 9	5 10
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How successful were your enhancements in Photoshop? <ul style="list-style-type: none"> <li>• Accurate dpi (300)</li> <li>• Photoshop adjustment layers</li> <li>• Photoshop color set to CMYK</li> <li>• Photographs saved as PSDs</li> </ul>	1 6	2 7	3 8	4 9	5 10
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## WRITING

How successful was your writing including well-structured sentences, interesting headlines and subheads and pull quotes?	1 6	2 7	3 8	4 9	5 10
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How complete is your writing with all the required elements? <ul style="list-style-type: none"><li>• Article headline.</li><li>• Article subhead.</li><li>• Author of article.</li><li>• Title of vineyard.</li><li>• Title of your wine or beer.</li><li>• Pull quote.</li><li>• A minimum of 500 words as paragraph text.</li><li>• Recipe using your beverage.</li><li>• Month and year of magazine.</li><li>• Credits as needed.</li></ul>	1 6 11	2 7 12	3 8 13	4 9 14	5 10 15
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## PORTFOLIO STATEMENT

How successful is your Portfolio Statement? (All sections completed with proper sentence structure and the use of design and technical terms.)	1	2	3	4	5
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## PRESENTATION

How well organized and clearly identified is your digital presentation? How complete were you in submitting all the required elements in your presentation? <b>Required items:</b> <ul style="list-style-type: none"><li>• <b>Photographs - minimum of 10 saved as PSDs</b></li><li>• <b>Word document</b> with writing for your magazine pages</li><li>• <b>Portfolio Statement</b> – <i>this is the short document about the assignment</i> - Microsoft Word or PDF</li></ul>	1	2	3	4	5
<b>SCORE:</b> Total available - 100 points					
<b>DEADLINE:</b> Your completed project is due at the beginning of the last scheduled class period.					

<p>1. <b>NOTE:</b> This is the last day to turn in the final project. Projects that are not shown at the critique will not be accepted without a written medical excuse.</p>	
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