



Commercial II Photography Brochure (Rack Card) Project Eval.

Name- _____

Total points- 50 pts. ✓ item means ok

	Pts	Score		Pts	Score
Print/Image Quality	5		Presentation	5	
Good Focus Photo.Best printing Used composition techniques			Accurate Measurements for mat Quality mat cutting (no bad cuts)		
Exposure	10		Effort	5	
Accurate exposures (not overly dark or too light) Images adjusted from within Photoshop to improve the exposure.			Student used fill time given for the project. Project done on time.		
Memo Writing	5		Fulfilling the Requirements	10	
Write-up written using the Memo style and correctly labeled for each section. Questions are typed out with in the memo Memo printed out and in notebook			Rack Card is correct size Images communicate about the business Contact Sheet Information from source Contact Sheet of all the images One image matted		
Quality of the Layout	10				
Layout not overly crowded Text is easy to read Images and text work well together Visually appealing					
Total Points					