SACS Indicator Spring 2014
Proficiency in Digital Photographic Techniques

Objective
Students will demonstrate proficiency in the creation, manipulation, and printing of digital images.

Indicator
Students in ART 2370 will create portfolios of work for the final project using digital imaging techniques.
A committee of Photography faculty will evaluate the samples of work from the portfolios to determine successful demonstration of:

• Ability to evaluate and process Image color, white-balance, value, contrast and artifacts correction.

• Ability to create and construct complex composite images that reflect a true photographic reality by image evaluation, color/tone matching, bitmap image construction, shadow construction and transformation, and multi-step processes.

• Ability to create and maintain a photographic workflow, understand digital image global standards and prepare images for multiple formats, i.e. print, web, pdf, etc.

• the student's ability to express and communicate ideas and concepts through the medium of photography.

Please evaluate each item using a scale of 0-100% on the attached forms.
Rubric:
100 = Student demonstrates perfection in ability
90 = Student demonstrates exceptional expertise
80 =Student demonstrates proficiency and skillfulness
70=Student demonstrates adequate ability
60 = Student demonstrates ability that needs improvement to be adequate
50= Student demonstrates that there is no ability or grasp of the concept or technique
0= Student fails to demonstrate anything

student	Technical Proficiency	Software expertise	Digital Printing	Concepts and Ideas	
Example J.P.	80	95	75	78	