

**COM 220: Digital Media Convergence  
Spring 2014**

Project 2: Composite Digital Painting  
Assessment Rubric

Student: \_\_\_\_\_

Points: /75

The project shows evidence of:	H -- Strongly Evident (highly developed)	P - Somewhat Evident (emerging)	L - Minimally Evident (weakly developed)	F - Not Evident (absent)
<b>1. Technical proficiency</b>				
a. Use of selections, masks, etc. (3 points)				
b. Color/tonal corrections (3 points)				
c. Adherence to technical specifications: size, color mode, source material (3 points)				
<b>2. Visual communication aesthetics</b>				
a. Image composition quality (3 points)				
b. Incorporation of visual design principles (3 points)				
<b>3. Content communication</b>				
a. Manipulation of digital images to form a complete scene (3 points)				
b. Communication value of visual elements (3 points)				
c. Communication value of thematic meaning (3 points)				
d. Minimum number of layers and percentage of source material (3 points)				
<b>4. Craftsmanship</b>				
a. Free of errors and sloppiness (3 points)				
b. Attention to detail (3 points)				
c. Adherence to technical specifications: size, and color mode (3 points)				