**Photography & Caption Rubric**

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|  | **10 pts** | **7 pts** | **5 pts** | **3 pts** |
| **Photography** | * Helps to tell the story [answer the question: “What’s Your Story?”
* Uses at least two of the basic elements of photography composition.
* Makes good use of natural and/or indoor lighting
* Is creative and well staged
* Does not include anything distracting that takes away from the story being told.
 | Missing one of the requirements for a “ten.” | Missing two of the requirements for a “ten.” | Is missing three or more of the requirements for a “ten.” |
| **Caption Writing** | * Helps to clearly and creatively tell the story – adds depth and clarity
* Includes 5 W’s and an H
* Uses colorful, lively, vital action verbs
* A natural extension of the photo without stating the obvious
* Uses complete name and complete sentences
* Includes the basic information, but also complimentary information
* Includes a direct quote from the person in the photo.
* Avoids “To-be” verbs, gerunds, beginning with a preposition,
* Uses the formula: HEADLINE, IDENTIFICATION, SECONDARY, QUOTE
* Includes a Byline
 | Missing one of the requirements for a “ten.” | Missing one of the requirements for a “ten.” | Missing one of the requirements for a “ten.” |

**A+ = 20 pts.**