**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.**