**Rubric Featured Photo and GIF Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Beat\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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|  | Exemplary | Proficient | Below standard | Total points |
| Photo quality | Photo clearly uses a composition rule. Photo is high quality, not grainy or blurry. | Photo clearly uses composition rules. Photo may be slightly blurry or unfocused. | Photo displays little or no evidence of knowledge of composition rules. Photo is sloppy, blurry or grainy. | \_\_\_\_ / 10 |
| Photo content | Each photo clearly tells a story, and together, the photos combine to create a full storytelling experience for the viewer. | Most photos attempt to tell a story, but some may be posed or cheesy rather than candid. | Subject matter of photos does not clearly communicate a story or attempt to tell a story. | \_\_\_\_ / 10 |
| Caption | The photo is accompanied by a caption with a photo credit. Caption is correctly written according to preferred style and follow rules for writing captions. | Photo is accompanied by caption. Caption attempts to follow appropriate guidelines, although some inconsistencies occur. | Caption is missing or does not attempt to follow the appropriate guidelines. | \_\_\_\_ / 5 |
| GIF Inclusion | GIF is short and captures an appropriate action and emotion that complements the topic.  The tone conveyed by the GIF should match that of the writing.  Video should be shot well enough for viewer to see the action. | GIF is relatively well done, although it is not completely relevant to the written story.  The tone conveyed by the GIF should match that of the writing.  Video should be shot well enough for viewer to see the action. | The GIF conveys the improper tone for the assignment. May conflict with or contradict the main message of the beat. | \_\_\_\_ / 25 |
| **Total points** |  |  |  | **\_\_\_/ 50** |