

# REFLECTIONS PROJECT RUBRIC

Digital Media I  
Middle Creek High School



Student's Name: \_\_\_\_\_

## REFLECTIONS PROJECT

### STAGE COMPOSITION (45 pts.)

A proper gradient stage and background have been created

Score / Possible  
 / 15

The company's logo has been properly placed on the background

/ 15

The entire advertisement uses the Elements & Principles of Design

/ 15

### ADVERTISEMENT EXECUTION (40 pts.)

At least three items have been neatly cut out and placed on the stage

/ 15

An appropriately oriented reflection has been created for each item

/ 15

The reflection for each item is at correct opacity and fades away

/ 10

### PROPER FILE MANAGING (15 pts.)

File was in the proper format (.jpg)

/ 10

File was properly named (last name+first initial + reflections)

/ 5

Notes:

/ 100