

PHOTO BASED DESIGN EVALUATION/CRITERIA

Score _____

Name of Designer: _____ Age _____

Work Title: _____

An excellent photo based graphic design should have a center of interest and should tell a story or have a message. Photograph must be altered by a minimum of two photo manipulation techniques that transform the image into something completely different. Designer must use a design program like Photoshop, Illustrator, InDesign, etc. to embellish, alter or fix and original image and/or physical manipulation of elements (as opposed to digital) is allowed. In addition, choose and include at least two of the following required graphic design elements: letters or words, shapes, lines, colors and/or textures. Photos must be the original work of the 4-Her and have been created in the 12 months preceding this 4-H event. Maximum size of the work is 8" x 10" (mat, if used, can be up to 11" x 17"). **A before photo must be included to provide a basis for comparison.** Artistic elements to consider include composition, use of space, color, shapes, words and photographs to create a balanced piece that conveys a clear message. Below you will find an evaluator's opinion of the effectiveness of your design. Read their comments to see what they think would improve your work. **Thank you for exhibiting your work!**

Content expectations must be observed. You can find program and content expectations for University of Vermont 4-H events at: <https://www.uvm.edu/sites/default/files/media/eval-dresscode-program-expectations.pdf>. You can find additional information about composition and design at: <https://www.uvm.edu/sites/default/files/media/eval-photo-design-examples.pdf>

Criteria	Excellent	Very good	Good	Fair	Not Done	Comments/Suggestions:
Computer or Physical Manipulation of Design Elements: Designer embellished, altered or fixed an original image using a minimum of two manipulation techniques that transform the image into something completely different	4	3	2	1	0	
Creativity: Thoughtful use of at least two required design elements (letters or words, shapes, lines, colors and/or textures) in combination with the photo	4	3	2	1	0	
Composition: Balanced use of positive and negative space, proximity of elements and alignment.	4	3	2	1	0	
Visual Impact: Work attracts the viewer to a center of interest.	4	3	2	1	0	
Message or story: Conveyed through images and/or words. Clear and easy to follow.	4	3	2	1	0	
Original: Original photo taken by a 4-Her included supports progression or change. A before photo must be included to provide a basis for comparison.	4	3	2	1	0	
Written Reflection:	4	3	2	1	0	
Overall Impression: Image attracted attention, conjured a feeling and conveyed a message.	8	6	4	2	0	
Points Deduction: One half (1/2) point each will be deducted if any of the following is not listed on back of the work: Designer's name, age, club and county. Incorrectly sized works will not go on to State Day.						Total points deducted: _____

Blue Ribbon (36-31 points) = Excellent Red Ribbon (30-23 points) = Very Good White Ribbon (22-1 points) = Good

(Please be sure to convert to percentage for placing.)

Additional Comments or Suggestions:



Evaluator Name _____

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