



CMP1014 Creative Technologies – BigStockPhoto.com – Assessment One

Learning Outcome	Criteria	Marginal Fail	Pass	Lower Second	Upper Second	First
[LO1] capture and source still and moving imagery	Capture images with a digital camera	Poor use of digital camera. Majority of the images are weak technically and aesthetically.	Basic camera skills. There are several significant areas technical of weakness. Some images are out of focus, poorly composed and exposed.	Camera skills are developed in some areas. Some images are technically strong but some solutions are aesthetically weak. All images are focused and exposed correctly.	High level camera skills. The majority of images are technically and aesthetically strong.	Excellent camera skills. All of the images are technically and aesthetically strong.
[LO2] list the visual and technical qualities of a range of still & moving images	Discuss and illustrate the visual and technical qualities of still images in an individual blog or production diary	Incomplete blog that fails to outline the production process or reflect on that process.	The blog is complete but lacks detail in a number of areas. There is little reflection on the production experience.	The blog is detailed in some areas and occasionally reflects on the production process.	The blog is detailed in all areas and offers a reflective insight to the production process. Good use of illustration.	The blog offers an excellent insight into the capture and manipulation of the digital imaging process. Excellent illustration.
[LO4] use post-production software to manipulate still & moving images	Manipulation still images with post-production software	Little or poor use of post-production software to enhance images.	Post-production software is used effectively in the majority of images. Some images are poorly saturated, over sharpened, poorly compressed or cropped.	Post-production software is used effectively. All images are correctly saturated, compressed, sharpened, or cropped.	Post-production software is used to great effect. Images are skilfully manipulated using a limited number of tools and techniques.	Post-production software is used to great effect. Images are skilfully manipulated using a range of tools and techniques.
	Upload images to BigStockPhoto.com	Some images are not uploaded to website	All images are uploaded to website but they are poorly categorised and tagged. Issues with release forms.	All images are uploaded to website but some images are poorly categorised and tagged. All release forms are completed.	All images are uploaded to website and they are suitably categorised and tagged. All release forms are completed.	All images are uploaded to website and they are perfectly categorised and tagged. All release forms are completed.