

BEETLE PROJECT RUBRIC

Digital Media I
Enloe High School



Student's Name: _____

BEETLE PROJECT

PAINTING AND MASKING (45 pts.)

The entire Beetle has been neatly painted

Score / Possible

/

20

The Beetle has been neatly cut out from the background with a layer mask

/

15

The VW logo has been cut out with a layer mask

/

10

ADVERTISEMENT COMPOSITION (45 pts.)

The Beetle and VW logo has been transformed and incorporated into an appropriate background

/

15

The advertisement has an original theme and slogan with a layer style

/

15

The advertisement properly uses the Elements & Principles of Design

/

10

PROPER FILE MANAGING (15 pts.)

File was in the proper format (.jpg)

/

10

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

/

5

Notes:

/ 100