



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-H'er 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://go.uvm.edu/4h-dresscode>. You can find additional information about composition and design at: <https://uvm.d10.drupal2.uvm.edu/d10-files/documents/2024-10/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-H'er 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 (½) 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.						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