

## PHOTO-ESSAY RUBRIC

Criteria	5	4	3	2	1
<b>Photos successfully tell a story.</b>	A very strong/clear/cohesive storyline is expressed and supported by all photos.	Most of the photos support the story.	There is some evidence of a story. Some photos are weakly linked.	There is little evidence of the author's story. Some photos actually detract from the story.	Subject of the photo-essay is unfocused. Photo essay is incomplete.
<b>Organization</b>	All parts of the article are extremely well organized. There is a clearly defined intro, body and conclusion with 12-15 photos following the Life Formula of the Photo Essay	Most of the photo essay and article are well organized, clear and help communicate the content.	Some of the photo essay and article are organized and help communicate meaning, but some elements are missing.	Parts of the photo essay and article seem random with few logical connections or transitions. Several missing components.	The essay and article are disjointed or confusing – most structural elements are missing.
<b>Reader Engagement</b>	Photo-essay captures reader's attention with compelling captions and placement throughout the article shows creative use of images.	Photo-essay is mostly engaging. Captions often combine well with both article and images to hold attention.	Photo-essay is sometimes engaging. Some effective use of photo placement and well-integrated captions are present.	Photo-essay is occasionally engaging, but overall the images and captions do not sustain the reader's attention.	Photos do not enhance the reader experience. Captions are disjointed or unclear.