

Visual Design using Adobe Photoshop

Marking scheme				
Category	Null (0 Points)	Poor (1 Point)	Good (2 Points)	Excellent (3 Points)
	Portfolio	Project - 2	Composition	
Contact Sheet	Contact Sheet not submitted	Contact Sheet submitted but lacks clarity or key sections	Contact Sheet with clear layout and most components visible	Contact Sheet fully complete, clear, and demonstrates strong planning and insights
Screenshot of the workspace	Screenshots not submitted	Screenshots submitted but lacks detail or relevance	Screenshots with clear layout and most components visible	Screenshots well-developed, visually consistent, aligned with the brief
Exported artwork .PNG	Artwork not submitted	Artwork submitted but lacks cohesion or technical proficiency	Artwork shows good use of Photoshop tools and design principles	Poster is visually compelling, technically proficient, and conceptual strong
List of tools and techniques	List of tools and techniques not submitted	List submitted but vague or incomplete	Clear list of tools notes provided and mostly complete	Detailed and comprehensive list of edits that demonstrate clear understanding of the software
	Portfolio	Project - 3	Photo Montage	
Screenshot of the workspace – Background only	Screenshots not submitted	Screenshots submitted but lacks detail or relevance	Screenshots with clear layout and most components visible	Screenshots well-developed, visually consistent, aligned with the brief
Exported Background image .JPEG	Background not submitted	Background with basic layout with minimal design elements	Clear design with clear layout and most components visible	Visually engaging, well-organised, and clearly communicates design intent
Screenshot of the workspace Montage	Screenshots not submitted	Screenshots submitted but lacks detail or relevance	Screenshots with clear layout and most components visible	Screenshots well-developed, visually consistent, aligned with the brief
Final Poster	Final Poster not submitted	Final Poster with basic layout with minimal design elements	Final Poster with clear layout and most components visible	Visually engaging, well-organised, and clearly communicates design intent
Rationale	Rationale not submitted	Rationale submitted but lacks clarity or key sections	Rationale mostly complete with basic concepts and basic design principles reference	Rationale fully complete, clear, and demonstrates strong planning and insights