LEVELS LADDER (PRINT)

LEVEL 1	LOWER LEVEL 2	UPPER LEVEL 2	LOWER LEVEL 3	UPPER LEVEL 3	LOWER LEVEL 4	UPPER LEVEL 4
FRAMING A SHOT Framing is extremely weak:	FRAMING A SHOT All straight shots	FRAMING A SHOT High / low angle shots	FRAMING A SHOT Considering the whole frame	FRAMING A SHOT Depth of field and rules of thirds used at times	FRAMING A SHOT Framing for visual interest and all elements composed	FRAMING A SHOT Imaginative angles and artistic composition
VARIETY OF SHOT DISTANCES There is no variety in camera distances.	VARIETY OF SHOT DISTANCES Cropping to create variety	VARIETY OF SHOT DISTANCES Two different distances	VARIETY OF SHOT DISTANCES Subject is framed three + distances	VARIETY OF SHOT DISTANCES Subject is framed at four+ distances	VARIETY OF SHOT DISTANCES Shot distances are sympathetic to design	VARIETY OF SHOT DISTANCES Shot distances have clear design function
APPROPRIATE TO TASK There are no conventional features	APPROPRIATE TO TASK Few conventional features.	APPROPRIATE TO TASK Several conventional features. Only one model	APPROPRIATE TO TASK Conventional features that reflect form / genre. 2 models used	APPROPRIATE TO TASK Conventional pages mostly reflect form /genre. 3 models used	APPROPRIATE TO TASK Conventional product, reflects genre and form. Wide variety of models.	APPROPRIATE TO TASK Looks like a professionally produced product. Clear brand throughout
MISE-EN-SCENE SELECTION No consideration given to location, costume, props…	MISE-EN-SCENE SELECTION Some elements chosen but meaning is unclear.	MISE-EN-SCENE SELECTION Partially reflects form &/or genre	MISE-EN-SCENE SELECTION Some design choices / selections clearly evident	MISE-EN-SCENE SELECTION Design choices reflects form & genre	MISE-EN-SCENE SELECTION Clear and coherent design choices for form / genre	MISE-EN-SCENE SELECTION Every element reflects form, genre, theme(s), tone…
MANIPULATING PHOTOS Little evidence of image manipulation	MANIPULATING PHOTOS Cropped, resized, although may be distorted & rough	MANIPULATING PHOTOS Several tools / processes used, but effect is flawed	MANIPULATING PHOTOS Some manipulation for meaning but finish is rough	MANIPULATING PHOTOS Manipulated to integrate and make consistent meaning	MANIPULATING PHOTOS Contributes to genre and reflects overall design	MANIPULATING PHOTOS Skillful use, contributes to form, genre, tone, theme(s)
LANGUAGE AND REGISTER Article is not complete or far too short.	LANGUAGE AND REGISTER Basic and does not engage or excite. (Colourless)	LANGUAGE AND REGISTER Basic although attempts to modify mode of address	LANGUAGE AND REGISTER Some structure and attempts to engage fans (Q&A)	LANGUAGE AND REGISTER Well structured, uses figurative language	LANGUAGE AND REGISTER Engaging mode of address. Expressive & dynamic.	LANGUAGE AND REGISTER Sense of the voice, tone, genre of star / band
INTEGRATION (I&C) No apparent links between page elements	INTEGRATION (I&C) Some attempt made to link page elements	INTEGRATION (I&C) Some links but many page elements are 'floating'	INTEGRATION (I&C) Some links exist between images, elements & copy	INTEGRATION (I&C) Interaction between images, elements & copy is clear	INTEGRATION (I&C) Clear sense of anchoring, sympathy of DTP elements	INTEGRATION (I&C) Completely consistent and integrated, no loose element
LAYOUT AND PAGE DESIGN Many elements missing, big spaces between objects	LAYOUT AND PAGE DESIGN Colour, sizing and object orientation are incoherent	LAYOUT AND PAGE DESIGN Colours, sizing and objects show some consistency	LAYOUT AND PAGE DESIGN Mastheads, cover lines, page elements…are sized correctly	LAYOUT AND PAGE DESIGN Sizing, columns, objects… are mostly conventional. Page no. correct(contents)	LAYOUT AND PAGE DESIGN Effective, consistent and reflects form, genre, themes	LAYOUT AND PAGE DESIGN Layout flows; a completely integrated design
FONTS AND TEXT SIZES Fonts are basic and incoherent, no design	FONTS AND TEXT SIZES Masthead, cover lines… show some design attempted	FONTS AND TEXT SIZES Some consistency, although unconventional sizing	FONTS AND TEXT SIZES Some clear consistency, but too many fonts used.	FONTS AND TEXT SIZES Clear sense of design, but sizing is inconsistent	FONTS AND TEXT SIZES Fonts are selected, designed and sized appropriately	FONTS AND TEXT SIZES Carefully designed and sized to reflect genre / themes