| **Video Production News Story** |
|-----------------|-----------------|-----------------|-----------------|-----------------|
| **Exemplary** 5 | **Advanced** 4  | **Proficient** 3 | **Developing** 2 | **Not Evident** 1 |
| **Content & Topic**
Does your news story present an original video that shares a story or current event from within your school or community?
| ☐ Project is completely focused on the story or event.
☐ Audience is amazed by the information by being constantly compelled or captivated. | ☐ Project is focused and very informative about the story or event.
☐ Fully informs audience and ideas/message are very clearly presented.
☐ Audience is mostly compelled or captivated. | ☐ Project is focused and informative about the story or event.
☐ Ideas and information are developed.
☐ Audience is informed and clear on the message. | ☐ Project provided information, but doesn't stay focused on story or event.
☐ Ideas/information not fully developed.
☐ Audience desires more information. | ☐ Content & information is in question.
☐ Does not stay focused on the topic or message.
☐ Content is not presented clearly.
☐ Audience is confused. |
| **Structure & Organization**
Is your project organized and easy to follow?
| ☐ Video is well organized and enjoyable to follow.
☐ Flow of material shows superior effort. | ☐ Video is organized and easy to follow.
☐ Content placement appears well-thought out and organized appropriately. | ☐ Video is logically organized for the most part.
☐ Project structure is good and appears to flow well. | ☐ Portions of the video may be in need of better organization.
☐ Quality and flow are in need of some improvement. | ☐ There was no clear or logical organizational structure.
☐ The video was difficult to follow. |
| **Video Quality**
Does your footage editing, lighting, camera techniques, and special effects enhance your message?
| ☐ Edits, live footage and stills flow seamlessly and totally enhance the ideas presented.
☐ Artistic lighting, camera techniques, and/or use of stills are compelling. | ☐ Video flows seamlessly and enhances the ideas presented.
☐ Lighting is artistically used to support the project.
☐ Still shots, and camera techniques add impact. | ☐ A few edits get in the way of the video's message.
☐ Lighting is suitable.
☐ Footage is focused and steady.
☐ Camera techniques (pan, zoom, close-ups, etc.) are used. | ☐ Edits and or lighting are distracting.
☐ Video at times unfocused or unsteady.
☐ Camera techniques distract from the message. | ☐ Video or audio do not support ideas presented.
☐ Audio is inconsistent with video. |
| **Sound Quality**
Does your use of interviews, narration, sound effects and music enhance the message of your presentation?
| ☐ Excellent use of sound from interviewees or narrator.
☐ Sound effects and music inextricably enhance the meaning of the message. | ☐ Sound enhances the meaning of the message.
☐ All of the message/info presented in audio is clearly understandable.
☐ Appropriate music, both in supporting the message and volume. | ☐ Sound does not enhance the meaning of the message. | ☐ Music, sound quality, volume, or audibility of speakers detracts from the information or message. |
| **Creativity and Design**
Does your project show originality and good overall design?
| ☐ Product shows a large amount of original thought.
☐ Ideas are creative and innovative. | ☐ Excellent sense of creativity and design.
☐ Graphic elements enhance and support the presentation of content. | ☐ Good use of graphics and/or other design elements.
☐ Evidence of originality and creativity enhance the content presented. | ☐ Little evidence of original thinking.
☐ Minimal use of design elements.
☐ Lots of text, little use of other elements such as graphics or pictures. | ☐ Use of elements detracts from presentation.
☐ Graphics, color schemes, transitions, and backgrounds disrupt flow. |
| **Oral Presentation**
Communicate effectively with the audience and the judges?
| ☐ Presenter was passionate about the topic, energetic, relaxed, and confident, with a clear delivery.
☐ Presentation was well-rehearsed.
☐ Voice, eye contact and pacing held the attention of the audience. | ☐ Delivery was clear.
☐ Communication of ideas was good.
☐ Voice projection was good.
☐ Good eye contact was made. | ☐ Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience attention.
☐ Voice projection was adequate with very few mispronounced words, or "um’s" and "likes".
☐ Eye contact was infrequent. | ☐ Communication of the idea was broken and hard to follow.
☐ Voice projection was low with several mispronounced words, or "um’s" and "likes".
☐ Eye contact was infrequent. | ☐ Presenter struggled in the presentation with poor voice projection, no eye contact with the audience, and no introduction.
☐ Communication of the main idea was broken and hard to follow. |
| **Copyright**
Were all works created by the student or used with Creative Commons permissions?
| ☐ All work is student design and created.
☐ Work that was used with Creative Commons permissions is sited properly.
☐ Information used for content is sited properly using a link to the original information. | ☐ Content is not student created.
☐ Creative Commons materials or elements were not sited properly.
☐ Information or date within website was not linked to original site. | ☐ Note: A score of 0 in this category prevents the ability to place. | ☐ Work was not student created.
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*Note: A score of 5 in this category is required to place.*