

## Video Production News Story

|  | <b>Exemplary<br/>5</b>  | <b>Advanced<br/>4</b>  | <b>Proficient<br/>3</b>   | <b>Developing<br/>2</b>  | <b>Not Evident<br/>1</b>  |
|--|---|--|---|--|---|
| <p><b>Content &amp; Topic</b></p> <p>Does your news story present an original video that shares a story or current event from within your school or community?</p> | <ul style="list-style-type: none"> <li>Project is completely focused on the story or event.</li> <li>Audience is amazed by the information by being constantly compelled or captivated.</li> </ul>  | <ul style="list-style-type: none"> <li>Project is focused and very informative about the story or event.</li> <li>Fully informs audience and ideas/message are very clearly presented.</li> <li>Audience is mostly compelled or captivated.</li> </ul> | <ul style="list-style-type: none"> <li>Project is focused and informative about the story or event.</li> <li>Ideas and information are developed.</li> <li>Audience is informed and clear on the message.</li> </ul>                                      | <ul style="list-style-type: none"> <li>Project provided information, but doesn't stay focused on story or event.</li> <li>Ideas/information not fully developed.</li> <li>Audience desires more information.</li> </ul>                    | <ul style="list-style-type: none"> <li>Content &amp; information is in question.</li> <li>Does not stay focused on the topic or message.</li> <li>Content is not presented clearly.</li> <li>Audience is confused.</li> </ul>   |
| <p><b>Structure &amp; Organization</b></p> <p>Is your project organized and easy to follow?</p>  | <ul style="list-style-type: none"> <li>Video is well organized and enjoyable to follow.</li> <li>Flow of material shows superior effort.</li> </ul>   | <ul style="list-style-type: none"> <li>Video is organized and easy to follow.</li> <li>Content placement appears well-thought out and organized appropriately.</li> </ul>  | <ul style="list-style-type: none"> <li>Video is logically organized for the most part.</li> <li>Project structure is good and appears to flow well.</li> </ul>  | <ul style="list-style-type: none"> <li>Portions of the video may be in need of better organization.</li> <li>Quality and flow are in need of some improvement.</li> </ul>  | <ul style="list-style-type: none"> <li>There was no clear or logical organizational structure.</li> <li>The video was difficult to follow.</li> </ul>   |
| <p><b>Video Quality</b></p> <p>Does your footage editing, lighting, camera techniques, and special effects enhance your message?</p>                               | <ul style="list-style-type: none"> <li>Edits, live footage and stills flow seamlessly and totally enhance the ideas presented.</li> <li>Artistic lighting, camera techniques, and/or use of stills are compelling.</li> </ul>   | <ul style="list-style-type: none"> <li>Video flows seamlessly and enhances the ideas presented.</li> <li>Lighting is artistically used to support the project.</li> <li>Still shots, and camera techniques add impact.</li> </ul>                      | <ul style="list-style-type: none"> <li>A few edits get in the way of the video's message.</li> <li>Lighting is suitable.</li> <li>Footage is focused and steady.</li> <li>Camera techniques (pan, zoom, close-ups, etc.) are used.</li> </ul>             | <ul style="list-style-type: none"> <li>Edits and or lighting are distracting.</li> <li>Video at times unfocused or unsteady.</li> <li>Camera techniques distract from the message.</li> </ul>  | <ul style="list-style-type: none"> <li>Video or audio do not support ideas presented.</li> <li>Audio is inconsistent with video.</li> </ul>   |
| <p><b>Sound Quality</b></p> <p>Does your use of interviews, narration, sound effects and music enhance the message of your presentation?</p>                       | <ul style="list-style-type: none"> <li>Excellent use of sound from interviewees or narrator.</li> <li>Sound effects and music inextricably enhance the meaning of the message.</li> </ul>   | <ul style="list-style-type: none"> <li>Sound enhances the meaning of the message.</li> </ul>   | <ul style="list-style-type: none"> <li>All of the message/info presented in audio is clearly understandable.</li> <li>Appropriate music, both in supporting the message and volume.</li> </ul>  | <ul style="list-style-type: none"> <li>Sound does not enhance the meaning of the message.</li> </ul>   | <ul style="list-style-type: none"> <li>Music, sound quality, volume, or audibility of speakers detracts from the information or message.</li> </ul>   |
| <p><b>Creativity and Design</b></p> <p>Does your project show originality and good overall design?</p>   | <ul style="list-style-type: none"> <li>Product shows a large amount of original thought.</li> <li>Ideas are creative and innovative.</li> </ul>   | <ul style="list-style-type: none"> <li>Excellent sense of creativity and design.</li> <li>Graphic elements enhance and support the presentation of content.</li> </ul>   | <ul style="list-style-type: none"> <li>Good use of graphics and/or other design elements.</li> <li>Evidence of originality and creativity enhance the content presented.</li> </ul>   | <ul style="list-style-type: none"> <li>Little evidence of original thinking.</li> <li>Minimal use of design elements.</li> <li>Lots of text, little use of other elements such as graphics or pictures.</li> </ul>                         | <ul style="list-style-type: none"> <li>Use of elements detracts from presentation.</li> <li>Graphics, color schemes, transitions, and backgrounds disrupt flow.</li> </ul>  |
| <p><b>Oral Presentation</b></p> <p>Communicate effectively with the audience and the judges?</p>   | <ul style="list-style-type: none"> <li>Presenter was passionate about the topic, energetic, relaxed, and confident, with a clear delivery.</li> <li>Presentation was well-rehearsed.</li> <li>Voice, eye contact and pacing held the attention of the audience.</li> </ul>  | <ul style="list-style-type: none"> <li>Delivery was clear.</li> <li>Communication of ideas was good.</li> <li>Voice projection was good.</li> <li>Good eye contact was made.</li> </ul>  | <ul style="list-style-type: none"> <li>Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience attention.</li> <li>Voice projection was adequate with very few mispronounced words, or "um's" and "likes".</li> </ul> | <ul style="list-style-type: none"> <li>Communication of the idea was broken and hard to follow.</li> <li>Voice projection was low with several mispronounced words, or "um's" and "likes".</li> <li>Eye contact was infrequent.</li> </ul> | <ul style="list-style-type: none"> <li>Presenter struggled in the presentation with poor voice projection, no eye contact with the audience, and no introduction.</li> <li>Communication of the main idea was broken and hard to follow.</li> </ul>   |
| <p><b>Copyright</b></p> <p>Were all works created by the student or used with Creative Commons permissions?</p>  | <ul style="list-style-type: none"> <li>All work is student design and created.</li> <li>Work that was used with Creative Commons permissions is cited properly.</li> <li>Information used for content is cited properly using a link to the original information.</li> </ul> <p>Note: A score of 5 in this category is required to place.</p> |  |   |  | <ul style="list-style-type: none"> <li>Work was not student created.</li> <li>Creative Commons materials or elements were not cited properly.</li> <li>Information or date within website was not linked to original site.</li> </ul> <p>Note: A score of 0 in this category prevents the ability to place.</p> |

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