

Video Production PSA

	Exemplary 5	Advanced 4	Proficient 3	Developing 2	Not Evident 1
<p>Content & Topic</p> <p>Does your PSA stay focus on changing a person's attitude about the chosen topic?</p>	<ul style="list-style-type: none"> Project is completely focused on the topic. Audience is amazed by the information by being constantly compelled or captivated. 	<ul style="list-style-type: none"> Project is focused and very informative about the topic. Fully informs audience and ideas/message are very clearly presented. Audience is mostly compelled or captivated. 	<ul style="list-style-type: none"> Project is focused and informative about the topic. Ideas and information are developed. Audience is informed and clear on the message. 	<ul style="list-style-type: none"> Project provided information, but doesn't stay focused on topic. Ideas/information not fully developed. Audience desires more information. 	<ul style="list-style-type: none"> Content & information is in question. Does not stay focused on the topic or message. Content is not presented clearly. Audience is confused.
<p>Structure & Organization</p> <p>Is your project organized and easy to follow?</p>	<ul style="list-style-type: none"> Video is well organized and enjoyable to follow. Flow of material shows superior effort. 	<ul style="list-style-type: none"> Video is organized and easy to follow. Content placement appears well-thought out and organized appropriately. 	<ul style="list-style-type: none"> Video is logically organized for the most part. Project structure is good and appears to flow well. 	<ul style="list-style-type: none"> Portions of the video may be in need of better organization. Quality and flow are in need of some improvement. 	<ul style="list-style-type: none"> There was no clear or logical organizational structure. The video was difficult to follow.
<p>Video Quality</p> <p>Does your footage editing, lighting, camera techniques, and special effects enhance your message?</p>	<ul style="list-style-type: none"> Edits, live footage and stills flow seamlessly and totally enhance the ideas presented. Artistic lighting, camera techniques, and/or use of stills are compelling. 	<ul style="list-style-type: none"> Video flows seamlessly and enhances the ideas presented. Lighting is artistically used to support the project. Still shots, and camera techniques add impact. 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Edits and or lighting are distracting. Video at times unfocused or unsteady. Camera techniques distract from the message. 	<ul style="list-style-type: none"> Video or audio do not support ideas presented. Audio is inconsistent with video.
<p>Sound Quality</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"> Excellent use of sound from interviewees or narrator. Sound effects and music inextricably enhance the meaning of the message. 	<ul style="list-style-type: none"> Sound enhances the meaning of the message. 	<ul style="list-style-type: none"> All of the message/info presented in audio is clearly understandable. Appropriate music, both in supporting the message and volume. 	<ul style="list-style-type: none"> Sound does not enhance the meaning of the message. 	<ul style="list-style-type: none"> Music, sound quality, volume, or audibility of speakers detracts from the information or message.
<p>Creativity and Design</p> <p>Does your project show originality and good overall design?</p>	<ul style="list-style-type: none"> Product shows a large amount of original thought. Ideas are creative and innovative. 	<ul style="list-style-type: none"> Excellent sense of creativity and design. Graphic elements enhance and support the presentation of content. 	<ul style="list-style-type: none"> Good use of graphics and/or other design elements. Evidence of originality and creativity enhance the content presented. 	<ul style="list-style-type: none"> Little evidence of original thinking. Minimal use of design elements. Lots of text, little use of other elements such as graphics or pictures. 	<ul style="list-style-type: none"> Use of elements detracts from presentation. Graphics, color schemes, transitions, and backgrounds disrupt flow.
<p>Oral Presentation</p> <p>Communicate effectively with the audience and the judges?</p>	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> Delivery was clear. Communication of ideas was good. Voice projection was good. Good eye contact was made. 	<ul style="list-style-type: none"> 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". 	<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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.
<p>Copyright</p> <p>Were all works created by the student or used with Creative Commons permissions?</p>	<ul style="list-style-type: none"> 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. <p>Note: A score of 5 in this category is required to place.</p>				<ul style="list-style-type: none"> Work was not student created. Creative Commons materials or elements were not sited properly. Information or date within website was not linked to original site. <p>Note: A score of 0 in this category prevents the ability to place.</p>