

| On-Demand Assignment Rubric | | | | |
|---|---|--|--|-----------------|
| CRITERIA | Minimal Performance (1-4 points) | Adequate Performance (5-8 points) | Exemplary Performance (9-10 points) | Score |
| Camera Handling (x1) (steady creative shots, good focusing, excellent closeups) | Serious problems with focus, steadiness, and framing are evident. | Most shots are clearly focused and framed, with adequate close-ups included. May include: Field of view, transitions, angle, camera moves, zoom lenses, vertigo effect, depth of field | Steady and creative shots that enhance the video are utilized, and excellent close-ups and angles are included. | X1 (1-10pts) |
| Camera Settings (x½ "1-5pts") Camera shot on manual with ISO, WB, aperture, & shutter speed set correctly for each shot. | 0-1pts Video may be unclear, dark, distorted, or washed out from poor aperture, ISO, WB, and/or shutter speed. | 2-3pts The video is clear, with consideration given to a good color, lighting, and WB; Poor Aperture or ISO may occasionally be a distraction. | 4-5 pts The video is clear and recorded with great exposure, placement, and technique. | X ½ (0-5pts) |
| Lighting (x1) (Shots well lit, techniques used to correct poor lighting) | Numerous shots are improperly lit; bleaching, shadows, or unbalanced conditions may be evident in some shots; there is no evidence of an attempt to correct problems. | Most shots are properly lit, either through ambient lighting or the use of techniques to correct poor lighting conditions. | All shots are well lit, either through ambient lighting or the use of techniques to correct poor lighting conditions. | X1 (1-10pts) |
| Audio (x1) | The audio quality is poor, a result of use of the on-camera microphone for recording, poor levels making background music/dialogue difficult to hear or too loud. | The audio quality is clear, with appropriate levels, and reflects the correct use of microphones and audio techniques. Choice of Background music is appropriate for the video. | The audio quality is excellent, with use of additional audio clips/cues, and timing that enhances the video production. | X1 (1-10pts) |
| [Editing] Continuity & Pacing (Followed a theme, message/plot, beginning/middle/ending) (X2 "1-20pts") | 0-8pts The story sequencing is confusing; shots are too long or "clipped," with edit points appearing "glitchy." The work is unorganized and sloppy. | 10-16pts The pace and timing are well structured; clips move along and tell the story, with moderate use of transitions. The work provides an organized and logical presentation of essential issues. Background music/dialogue is adequately timed with the video. | 18-20pts Shots logically pace the story along in an interesting way, with an excellent and purposeful use of transitions. The work provides an exemplary use of cutting and placement principles to logically communicate important data. | X2 (1-20pts) |
| Video effectiveness (X2 "1-20pts") | 0-8pts The video does not meet project goals, presents an unclear message, and/or is sloppy overall. | 10-16pts The video topic is presented with insights; the video adequately meets the objective. | 18-20pts The video is clearly focused, with a rich variety of supporting material. | X2 (1-20pts) |
| Use of required props (x1) | The video does not meet project goals, presents an unclear message, and/or is sloppy overall. | The video topic is presented with insights; the video adequately meets the objective. | The video is clearly focused, with a rich variety of supporting material. | X1 (1-10pts) |
| Use of required dialogue (x1) | The line of dialogue is not well incorporated in the production, and/or the dialogue is not in sync with the plot. | The line of dialogue is adequately incorporated and somewhat essential to the production's plot. | The line of dialogue is communicated effectively and is integral to the production's plot. | X1 (1-10pts) |
| Use of Titles (x½ "1-5pts") | 0-1pts A title is included at beginning or end, but not both | 2-3pts A title is included for the opening or ending of the video, but font and colors could be difficult to read and no extra effort to enhance look of text. | 4-5 pts All needed titling included. Eye pleasing fonts colored to enhance the video were used. | X ½ (0-5pts) |
| Total Score: | | | | |

Point Deductions

Video Duration: 60 seconds or less (-5pts) for over 60 seconds

File Named Correctly: 1A_Team#01_On-Demand.mp4 (-5 pts)

Correct Format: mp4 (-8pts) **File Size:** 200MB or under (-5 pts for being over)

TIME _____

Copyright violation: (-10 pts) for each occurrence

Text Readability, Spelling, Grammar (-2 pts) for each occurrence

Total deduction- _____

Late submission: (-5 pts) for each A or B day of occurrence

Comments:

Final Assignment Grade: _____/100

Group#: _____ Period: 1A 3A 5B 7B Date: _____

| On-Demand Assignment Documentation Rubric | | | | |
|---|---|---|--|--------------|
| CRITERIA | Minimal Performance | Adequate Performance | Exemplary Performance | Score |
| Neatness/Formatting (Completeness, formatting is neat, organization appearance, in order, looks professional) | 1-4 pts Poorly done, sloppy, and out of order | 5-8 pts Adequately done with a few formatting mistakes. Pages are stapled together. | 9-10 pts Well done with no formatting mistakes and complete documentation. | |
| Title Page (Title, group #, Names, Date) | 0-3 pts Missing, or title only is listed | 4-5 pts 1 to 2 required items missing. | 6 pts All required information is listed and located correctly | |
| Table of Contents (Include TOC title, Pages, page #s) | 0-3 pts Missing, or poorly done | 4-6 pts 1 to 2 pages not listed or out of order. Missing information | 7 pts All page #s listed in correct order | |
| Purpose & Description (Purpose of video, Summary of video) | 0-4 pts No change from the template, or little effort done. | 5-8 pts Purpose & Description adequately describes the video with moderate changes from the template documentation. | 9-10 pts Purpose & Description is well thought out and explained in the writer's own words. | |
| Shot List (Include Shot #, shot description, audio/dialog, and/or timecode) | 0-4 pts Poorly done with only a few shots listed and/or a majority of information missing. | 5-8 pts A majority of shots listed with some information missing. | 9-10 pts All shots are listed with relevant information in detail. | |
| Script | 0-4 pts The script is not in the correct two-column format, and/or it is missing key attributes, such as character dialogue, nonverbal cues, etc.; the script is unorganized, and there is inconsistent spacing. | 5-8 pts The script contains most key attributes and is correctly formatted; overall the script follows the video production. | 9-10 pts The script is concise, fluid, and all of its attributes correlate clearly with the video production. | |
| List of Equipment/Software (all members and cast listed with their part in video) | 0-2 pts Page is missing or not changed from the template list | 3-5 pts Missing 1 or more brands, software names. Some extra items from the template list are not deleted. | 6 pts Every piece of software and equipment is accurately listed & extras from template deleted. | |
| References & Resources (List all audio/visual materials used and copyright) MLA or APA format | 0-3 pts Page is missing or not much changed from the template list | 4-6 pts All outside works cited or 1 missing, but extra items listed in template are not removed. | 7-8 pts All images, sound effects, music and materials from outside sources used in the video cited and extra items from the template list are deleted. | |
| List of Cast & Crew (Coordinating with AVP3 to provide needed footage for Hype video) | 0 pts Missing or no changed from the template | 1-2 pts Attempted but incomplete or items from the template are not deleted. | 3 pts All cast and crew are listed with their roles on the project. | |
| Plan of Work Log (List each class date and any addition time spent) (List time involved, team member responsible, Comments) | 0-2 pts Missing or only 1 or 2 days listed | 3-7 pts 3 to 5 daily activities are listed with moderate detail. | 8-10 pts 6 or more daily activities are listed in full to moderate detail | |
| Self-Reflection Answer questions reflecting on this project. | 0-4 pts Missing or not attempted. | 5-8 pts Vague answers with little thought or reflection. | 9-10 pts Detailed answers with moderate to exemplary reflection. | |
| Self-Evaluation Rubric Evaluate your video using the provided rubric | 0-4 pts Missing or not attempted | 5-8 pts Evaluation moderately reflects actual work, points not totaled or has errors. | 9-10 pts Evaluation accurately reflects video and points totaled correctly. | |
| Total Score: | | | | |

Point Deductions

File Named Correctly: 1A_Team#01_OD-documentation.docx (-5 pts)

Text Readability, Spelling, Grammar -5 points for each occurrence

Points off _____

Comments:

Final Video Documentation Grade: _____ /100