

CATEGORY	4	3	2	1	POINTS
CONCEPT/ PITCH WEIGHT = 1	<ul style="list-style-type: none"> ▪ Team has a clear picture of what they are trying to achieve. ▪ Each member can describe what they are trying to do and generally how his/her work will contribute to the final product. ▪ Pitch was entertaining and clear. 	<ul style="list-style-type: none"> ▪ Team has a fairly clear picture of what they are trying to achieve. ▪ Each member can describe what they are trying to do overall but has trouble describing how his/her work will contribute to the final product. Pitch was clear. 	<ul style="list-style-type: none"> ▪ Team has brainstormed their concept, but no clear focus has emerged for the team. ▪ Team members may describe the goals/final product differently. ▪ Pitch was decent but unclear in parts. 	<ul style="list-style-type: none"> ▪ Team has spent little effort on brainstorming and refining a concept. ▪ Team members are unclear on the goals and how their contributions will help them reach the goal. ▪ Pitch was unclear. 	
STORYBOARD WEIGHT = 2	<ul style="list-style-type: none"> ▪ Storyboard is complete with sketches for each scene, detailed notes on titles, transitions, (special effects, sound, etc.) ▪ Storyboard reflects outstanding planning and organization for the visuals in the video. 	<ul style="list-style-type: none"> ▪ Storyboard is relatively complete with sketches for most scenes, ▪ some notes on titles, transitions,(special effects, sound, etc.) ▪ Storyboard reflects effective planning and organization for the visuals in the video. 	<ul style="list-style-type: none"> ▪ Storyboard has glaring omissions in scene planning. ▪ There are few notes on titles, transitions, (special effects, sound, etc.) ▪ Storyboard reflects attempts at planning and organization for the visuals in the video. 	<ul style="list-style-type: none"> ▪ Storyboard is not done or is so incomplete that it could not be used even as a general guide. ▪ Storyboard reflects very little planning of the visuals. 	
EDITING WEIGHT = 2	<ul style="list-style-type: none"> ▪ Project is completed by the deadline and within time limits. ▪ Students use a variety of editing techniques including sequencing, transitions and titles. ▪ The finished project conveys the message developed in the concept stage. 	<ul style="list-style-type: none"> ▪ Project is completed by the deadline and within time limits. ▪ Students use a variety of editing techniques including sequencing, transitions and titles. ▪ The message developed in the concept stage is somewhat lost in the finished project. 	<ul style="list-style-type: none"> ▪ Project is completed by the deadline but does (not meet time limits.) ▪ Students use limited editing techniques. ▪ The message developed in the concept stage is somewhat lost in the finished project. 	<ul style="list-style-type: none"> ▪ Project is not completed by the deadline and not within time limits. ▪ Students do not use a variety of editing techniques. ▪ The message from the concept stage is not conveyed in the finished project. 	
EQUIPMENT CARE WEIGHT = 1	<ul style="list-style-type: none"> ▪ Equipment is handled with care, and checked over for functionality, and returned, on time. 	<ul style="list-style-type: none"> ▪ Equipment is handled with care and returned on time. 	<ul style="list-style-type: none"> ▪ Some carelessness with equipment but returned on time. 	<ul style="list-style-type: none"> ▪ Carelessness with equipment and returned late. 	
TEAMWORK WEIGHT = 1	<ul style="list-style-type: none"> ▪ Students meet and discuss regularly. ▪ All students contribute to the discussion and all are listened to respectfully. ▪ All team members contribute a fair share of the work. 	<ul style="list-style-type: none"> ▪ Students meet and discuss regularly. ▪ Most students contribute to the discussion and are listened to respectfully. ▪ All team members contribute a fair share of the work. 	<ul style="list-style-type: none"> ▪ A couple of team meetings are held. ▪ Most students contribute to the discussion and are listened to respectfully. ▪ All team members contribute a fair share of the work. 	<ul style="list-style-type: none"> ▪ Meetings are not held ▪ Some team members do not contribute a fair share of the work. 	
RESEARCH WEIGHT = 1	<ul style="list-style-type: none"> ▪ Organized and complete production notes indicate that the group members developed questions about their assigned topic ▪ consulted at least 3 sources ▪ (developed a position based on their sources,)and correctly cited their sources. 	<ul style="list-style-type: none"> ▪ Organized production notes indicate that the group members consulted at least 3 reference sources, ▪ developed a position based on their sources, and correctly cited their sources. 	<ul style="list-style-type: none"> ▪ Production notes indicate that the group members consulted at least 2 reference sources, ▪ developed a position based on their sources, and correctly cited their sources. 	<ul style="list-style-type: none"> ▪ Poor production notes and/ or sources are incorrectly cited. 	
TRANSITIONS & PACE WEIGHT = 2	<ul style="list-style-type: none"> ▪ Transitions between clips suit the mood and content. ▪ There is smooth flow from one scene to the next. ▪ All video clips fit the story line. ▪ Clips are just long enough to make each point clear. ▪ The pace captures the audience. 	<ul style="list-style-type: none"> ▪ Transitions between clips suit the content. ▪ Most transitions flow from one scene to the next. ▪ Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the story. 	<ul style="list-style-type: none"> ▪ Transitions are used, but the types and wipes and fades selected are not always appropriate for the scene. ▪ Some of the video clips move at a steady pace, but some are too long or too short to keep the audience's attention 	<ul style="list-style-type: none"> ▪ No transitions between clips are used. Raw clips run back to back in the final video. ▪ Video clips are too long to advance the story line or are too short and leave out essential action or dialogue. 	
COMMENTS:					/40