

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