

CHS Video Production
"Detailed Grading Rubric"

	Criteria	Developing (10)	Proficient (15)	Exemplary (20)
Plan	Script / Storyboard	<ul style="list-style-type: none"> * Sketchy script or storyboard * Shows evidence of planning for a few parts of production 	<ul style="list-style-type: none"> * Complete script or storyboard, though not detailed * Shows evidence of planning through most parts of production 	<ul style="list-style-type: none"> * Clearly describes each shot visually * Includes movements, narration or dialogue, and fx * Shows evidence of planning through all parts of the production
Content Objective		<ul style="list-style-type: none"> * The video is a disconnected (or loosely connected) series of scenes with no unifying story or structure * Random or irrelevant content included 	<ul style="list-style-type: none"> * The video tells a connected story or has a clear and complete structure * Most content relates to the storyline 	<ul style="list-style-type: none"> * The video tells a compelling story or has a compelling structure and is expressed creatively * All content relates to the storyline * Provides fresh, interesting, or humorous insights
Footage Shoot	Video	<ul style="list-style-type: none"> * Sometimes in focus * Sometimes steady * No camera movement OR excessive movement (panning, zooming, trucking, etc.) 	<ul style="list-style-type: none"> * Usually in focus * Usually steady * Pans and zooms are limited and usually purposeful * Composition usually follows the rule of thirds 	<ul style="list-style-type: none"> * Always in focus (unless purposefully done) * Always steady * Variety of camera movements. Movements are planned, purposeful and provide impact * Variety of angles and shots (close-up to long shot) * Varied composition (based on rule of thirds)
	Audio	<ul style="list-style-type: none"> * Sound sometimes unclear: due to low voices, overly loud ambient noise 	<ul style="list-style-type: none"> * Sound usually clear, no unintended ambient noise 	<ul style="list-style-type: none"> * Sound always clear (unless purposefully done) and ambient noise always appropriate * Appropriate use of silence
	Voiceovers, Background Music & Sound FX	<ul style="list-style-type: none"> * Background music overly loud or too quiet * Narration sound subtitled or unrehearsed * Sound FX unrelated or sound fake 	<ul style="list-style-type: none"> * Background music and sound fx usually balanced well (doesn't overpower the main audio) * Music and fx appropriate to mood/pacing 	<ul style="list-style-type: none"> * Background music and sound fx always balanced well * Music and fx enhance mood/ pacing * Creative/appropriate use of sound effects, narration, etc.
	Lighting	<ul style="list-style-type: none"> * Only ambient (available) light is used * Many scenes are overly bright or dark 	<ul style="list-style-type: none"> * Additional lighting is used as necessary * Most scenes have sufficient lighting to tell what is happening 	<ul style="list-style-type: none"> * Additional lighting is used to eliminate shadows and glares * All scenes have sufficient lighting for viewer to easily see action * Vivid colors * Innovative use of lighting
Edit	Cutting	<ul style="list-style-type: none"> * Clips begin and/or end with slack time or in mid action 	<ul style="list-style-type: none"> * Most clips edited to remove slack time and to begin and end with thought to action 	<ul style="list-style-type: none"> * Clips show no slack time and begin and end with thought to action
	Transitions	<ul style="list-style-type: none"> * No transitions between clips are used or too many different transitions used 	<ul style="list-style-type: none"> * Basic transitions used (cut and fade) appropriately and other types of transitions 	<ul style="list-style-type: none"> * All transitions between clips appropriate, suit mood and content, and smooth

		without thought to purpose	usually added as appropriate for the scene	the flow from scene to the next
	Pacing /Continuity	<ul style="list-style-type: none"> *Many video clips are too long or too short and leave out essential action or dialogue *Several video clips do not fit the storyline or are poorly ordered and transitions between scenes do not show evidence of thoughtful execution 	<ul style="list-style-type: none"> * Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the complete story * Most video clips fit the storyline and most transitions between scenes thoughtfully executed 	<ul style="list-style-type: none"> * Variety of pacing and changes fit the “mood” of the content * Pacing keeps viewers interested * All video clips fit the storyline and transitions between scenes thoughtfully executed
Enhance	Titles	<ul style="list-style-type: none"> *Titles and subtitles unclear due to font, size, or color contrast 	<ul style="list-style-type: none"> * Titles and subtitles usually clear * Used appropriately 	<ul style="list-style-type: none"> * Titles and subtitles always clear * Used appropriately and enhance the story/content * Innovative
	Graphics, Animation & Special FX	<ul style="list-style-type: none"> * Some of the graphics, animations, or fx seem unrelated to or detract from the topic /theme/ mood * Most graphics are clipart or “borrowed” from the WWW. * Graphics unclear due to size, composition, or resolution 	<ul style="list-style-type: none"> * Most of the graphics, animations, or fx seem related to and enhance the topic/theme/mood/message * Some graphics are original while others are clipart or “borrowed” from the WWW * Most graphics clear (appropriate size, composition, resolution) 	<ul style="list-style-type: none"> * All of the graphics, animations, or fx seem related to and enhance the topic/theme/mood/message * Most graphics and animations are original * All graphics clear (appropriate size, composition, resolution) * All elements synthesized well with each other
Creativity		<ul style="list-style-type: none"> * Little evidence of imagination, creativity, or thoughtfulness * No style or mood is apparent 	<ul style="list-style-type: none"> * Some evidence of imagination, creativity, or thoughtfulness * Some evidence of thought to style and mood, though may not suit the content 	<ul style="list-style-type: none"> * Thorough evidence of imagination, creativity, or thoughtfulness * Style or mood which suits the content evident * Creative and original
Total				