

EDUC 514 Commercial Rubric

Student:

	Exemplary	Proficient	Partially Proficient	Incomplete	Points Earned	Comments
Project Proposal 5 pts.	Project goal is clearly identified and thoroughly explained. California Content Standards listed. (5)	Project goal is identified and explained. California Content Standards listed. (3)	Project goal is identified and partially explained. California Content Standards listed. (2)	Project goal is not identified and/or explained. California Content Standards not fully listed. (1)		
Production Organization Document 5 pts.	Creativity and original content enhance the purpose in an innovative way. Scenes and audio are described in detail. At least seven shot types are listed. (5)	Accurate information is provided succinctly. Scenes are well described and explained. Five shot types are listed. (3)	Some information is inaccurate. Scenes are vaguely described with little detail. Three or four shot types are listed.(2)	Information is inaccurate. Scenes are poorly described with little detail. (1)		
Storyboard 5 pts.	Provides relevant information and establishes a clear purpose. Clearly identifies the shot type, the subject, and includes a sketch of each scene. One index card is used for each camera angle. (5)	Describes the topic. Identifies the shot type, the subject, and includes a sketch of each scene. One index card is used for each camera angle.(3)	Somewhat engaging, and provides a vague purpose. Partially identifies the shot type, the subject, and includes a sketch of each scene. One index card is used for each camera angle. (2)	The purpose is vague and unclear. Inconsistently identifies the shot type and the subject. One index card is not used for each camera angle.(1)		
Rough Cut (due wk. 6) 10 pts.	Every scene is filmed, uploaded to the computer, and imported into video editing software. Shots are placed in order, and project is complete enough to share with others to solicit feedback. (10)	Every scene is filmed, uploaded to the computer, and imported into video editing software. Most shots are placed in order. Others are able to solicit feedback. (8)	Most scenes are filmed, uploaded to the computer, and imported into video editing software. Most shots are placed in order. Others are able to solicit feedback. (6)	Most scenes are not filmed, uploaded, or imported into video editing software. Shots are not placed in order. Others are not able to solicit feedback. (3)		
Audio 10 pts.	Presentation is recorded in a quiet environment without background noise and distractions. Voices and voiceover are synced to video clips. Sound levels of voice, music, and effects are at consistent levels, well-balanced, and enhance the presentation. Music enhances the mood, quality, and understanding of the video. Music is licensed for noncommercial purposes (cc-by-sa) via Creative Commons. (10)	Presentation is recorded in a quiet environment with minimal background noise. Voices and voiceover are synced to video clips. Sound levels are consistent and well-balanced. Music provides supportive background to the commercial. Music is licensed for noncommercial purposes (cc-by-sa) via Creative Commons. (8)	Presentation is recorded in a semi-quiet environment with some background noises. Voices and voiceover are poorly synced to video clips. Sound levels are occasionally inconsistent. Music provides somewhat distracting background to the commercial. Music is licensed for noncommercial purposes (cc-by-sa) via Creative Commons. (6)	Presentation is recorded in a noisy environment with constant background noise. Voices and voiceover are not synced to video clips. Sound levels are inconsistent and highly distracting. Music is distracting to presentation. Music is not licensed. (3)		
Video Quality 10 pts.	Lighting is natural. Picture is consistently well-lit, color corrected, and white balanced. Spelling and grammar are correct. Graphics enhance meaning and follow the rules for quality graphic design. Images are high resolution, eye-catching, and licensed for noncommercial purposes (cc-by-sa) via Creative Commons. (10)	Lighting is natural. Picture is well-lit. White balance has minor flaws. Spelling and grammar are correct. Graphics reinforce content and demonstrate functionality. Images are high resolution, and licensed for noncommercial purposes (cc-by-sa) via Creative Commons.(8)	Lighting is somewhat distracting to the presentation. Picture is occasionally poorly lit and is not white balanced. Minor error in spelling and grammar. Graphics sometimes enhance the presentation. Images are medium resolution, and licensed for noncommercial purposes (cc-by-sa) via Creative Commons. (6)	Lighting is distracting to the presentation. Picture is not white balanced, nor color corrected. Occasional error in grammar or spelling. Graphics are unrelated to the video. Images are not licensed for noncommercial purposes (cc-by-sa) via Creative Commons. (3)		
Editing: Pace 8 pts.	The video maintains a consistent, brisk pace. Transitions are smooth. Effects are used sparingly. Video is 29 seconds in length. (8)	The video maintains a consistent pace. Transitions are smooth. Video is 28-32 seconds in length.. (6)	The video loses momentum with gaps in audio or video. Transitions do not enhance the video. Video is 26-34 seconds in length. (5)	Transitions are abrupt and edits are distracting. The video has several gaps in audio or video. Video is more than 34 or less than 26 seconds in length. (3)		
Editing: Meets Objective 5 pts.	The project goal from the project proposal is clearly met. The standards-based material is presented in an innovative manner, and promotes student learning and creativity. (5)	The project goal from the project proposal is met. The standards-based material is presented in an engaging manner, and promotes student learning. (3)	The project goal from the project proposal is partially met. The material covered mostly addresses the California state standards. (2)	The project goal from the project proposal is not met. The material covered does not address California state standards. (1)		
Editing: Plot 7 pts.	The audience is easily able to follow the plot of the video without additional explanation. The purpose of the video is clear. Without the video, the information would be unfeasible to teach in the classroom. (7)	The audience is able to follow the plot of the video without additional explanation. The purpose of the video is mostly clear. Without the video, the information would be difficult to teach in the classroom. (5)	The audience is partially able to follow the plot of the video without additional explanation. The purpose of the video is partially clear. Without the video, the information would be less engaging in the classroom. (4)	The video is difficult to follow, and the meaning is unclear. The video presents information that would be easy to teach in the classroom. (2)		
Shot Composition 5 pts.	Composition follows the rule of thirds. Video includes a variety of static and smooth, dynamic shots. The background in each shot enhances composition. Static shots have no camera shake. Subject is appropriately framed in the shot. (5)	Most shots follow the rule of thirds. Video includes a mix of static and dynamic shots. Static shots have little camera shake. Subject is appropriately framed in the shot. (3)	Some shots follow the rule of thirds. The background in some shots occasionally distracts from the subject. Static shots have camera shake. Subject is not appropriately framed in the shot. (2)	Shots do not follow the rule of thirds. The background distracts from the subject. Static shots have camera shake. Subject is not appropriately framed in the shot. (1)		
Total Possible: 70 points		Total percentage: 0.0%		Total points earned: 0		