

## 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 five shot types are listed. (10)	Accurate information is provided succinctly. Scenes are well described and explained. Five shot types are listed. (8)	Some information is inaccurate. Scenes are vaguely described with little detail. Three or four shot types are listed.(6)	Information is inaccurate. Scenes are poorly described with little detail. (3)		
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. (10)	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.(8)	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.(6)	The purpose is vague and unclear. Inconsistently identifies the shot type and the subject. One index card is not used for each camera angle.(3)		
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)		
Total Possible: 25 points		Total percentage: 0.0%		Total points earned: 0		