Video Production

	Exemplary 4	Advanced 3	Proficient 2	Developing 1	Not Evident 0
Content Does your presentation stay focused on an information topic? Does it inform the audience about the topic? Are ideas/information presented clearly?	• Project is totally message-focused. • Audience is amazed by the information, ideas or message by being constantly compelled or captivated.	• Project is focused and very informative. • Fully informs audience and ideas/message are very clearly presented. • Audience is mostly compelled or captivated.	• Project is focused and informative. • Ideas and information are developed. • Audience is informed and clear on the message.	• Project provided information, but doesn't stay focused on topic. • Ideas/information not fully developed. • Audience desires more information.	• Content & information is in question. • Does not inform,. • Does not stay focused on the topic or message. • Content is not presented clearly. • Audience is confused.
Structure & Organization Is your project organized and easy to follow?	• Content is well organized using headings or bulleted lists to group related material. • Flow of material shows superior effort.	• Format is organized and easy to follow. • Content placement appears well-thought out and organized appropriately.	• Content is logically organized for the most part. • Project structure is good and appears to flow well.	• Portions of the content may be in need of better organization. • Quality and flow are needing some improvement.	• There was no clear or logical organizational structure, just lots of facts. • The organization was difficult to follow.
Video Production Quality Does your live footage continuity, editing, lighting, camera techniques, and/or any visual special effects enhance your message?	• Edits, live footage and stills flow seamlessly and totally enhance the ideas presented. • Artistic lighting, camera techniques, and/or use of stills are compelling.	• Video flows seamlessly and enhances the ideas presented. • Lighting is artistically used to support the project. • Still shots, and camera techniques add impact. • More than appropriate and understandable, all sound enhances the meaning of the message.	• Video supports the message. • A few edits get in the way. • Lighting is suitable. • Video is focused and steady. • Camera techniques (pan, zoom, close-ups, etc.) are used.	• Edits and or lighting are distracting. • Video at times unfocused or unsteady. • Camera techniques distract from the message.	• Video or audio do not support ideas presented. • Audio is inconsistent with video.
Sound quality Does your use of interviews, narration, sound effects and music enhance the message of your presentation?	• Excellent use of sound from interviewees or narrator. • Sound effects and music inextricably enhance the meaning of the message.	• More than appreciate and understandable, all sound enhances the meaning of the message.	• All of the message/info presented in audio is clearly understandable. • Appropriate music, both in supporting the message and volume.	• Music and or sound quality, volume, or audibility of speakers, detracts from the information or message.	• Music and or sound quality, volume, or audibility of speakers, or narrators detracts from the information or message.
Mechanics How is the technical functionality? Did you check your grammar and usage?	• Exceptional! • Technically sound. • No errors in spelling, grammar, punctuation.	• Technical function is good. • No errors in spelling, grammar, punctuation.	• No errors in spelling, grammar, punctuation.	• Spelling, grammar, punctuation errors are very minor, with little distraction.	• Technical function needs improvement. • Includes 4+ errors in grammar, spelling and/or punctuation.
Creativity and Design Is your project interesting? Did screen design, graphics, backgrounds, transitions enhance the project? Are there interesting special effects? Originality?	• Product shows a large amount of original thought. • Ideas are creative and innovative.	• Excellent sense of creativity and design. • Graphic elements enhance and support the presentation of content. • Transitions and special effects aid in delivery of the presentation.	• Good use of graphics and/or other design elements. • Evidence of originality and creativity enhance the content presented.	• Uses other people's ideas (giving them credit), but there is little evidence of original thinking. • Minimal use of design elements. • Lots of text, little use of other elements such as graphics or pictures. • Transitions, special effects, etc. do not reinforce or enhance ideas presented.	• Use of elements detracts from presentation. • Graphics, color schemes, transitions, backgrounds, etc. disrupt flow. • Special effects missing or excessive.
Oral Presentation Did you communicate effectively with the audience and the judges? Did you make eye contact and speak clearly and loudly? Were you enthusiastic and knowledgeable about your topic?	• Presenter was passionate about the topic, energetic, relaxed, and confident, with a clear delivery. • Presentation was well-rehearsed. • Voice, eye contact and pacing held the attention of the audience.	• Delivery was clear. • Communication of ideas was good. • Good eye contact was made.	• Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience attention. • Voice projection was adequate with very few mispronounced words, or "um's" and "likes".	• Communication of the idea was broken and hard to follow. • Voice projection was low with several mispronounced words, or "um's" and "likes". • Eye contact was infrequent. • Presenter failed to introduce himself/herself and/or the project.	• Presenter struggled in the presentation with poor voice projection, no eye contact with the audience, and no introduction. • Communication of the main idea was broken and hard to follow.
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