

Criteria	Exemplary	Proficient	Approaching	Needs Improvement
Editing Techniques <i>(Final Cut X)</i>	<ul style="list-style-type: none"> • Editing techniques are sound • Audio levels are correctly adjusted, Music & Sound effects work well with storyline • Transitions work seamlessly & add to the pacing of the video • Video maintains continuity • Video is between 15:00-30:00 mins in length 	<ul style="list-style-type: none"> • Editing techniques are usually sound • Audio levels are usually consistent • Transitions work seamlessly • Video attempts to maintain continuity • Video is between 15:00-30:00 mins in length 	<ul style="list-style-type: none"> • Editing techniques are inconsistent, Pacing is off • Audio levels are inconsistent • Transitions work do not work consistently • Video does not maintain continuity • Video does not meet length requirements 	<ul style="list-style-type: none"> • Editing techniques lack consistency and continuity • Audio levels are not correctly adjusted, Music & Sound effects do not work well with storyline • Lacks effective transitions • Video does not meet length requirements
Scriptwriting	<ul style="list-style-type: none"> • Video has a clear storyline • Video has a clear beginning middle and end • Video is objective and has a balanced point of view • Script is very creative 	<ul style="list-style-type: none"> • Video has a generally well storyline • Video is somewhat objective and sometimes has a balanced point of view • Script is well done but lacks finishing touches 	<ul style="list-style-type: none"> • Video has an inconsistent storyline • Video is not objective and has a vague point of view • Script is weak, lacks creative 	<ul style="list-style-type: none"> • Video does not have a clear storyline • Video does not have a clear beginning middle and end • Video is not objective and does not have a balanced point of view • Script shows no creativity
Research & Planning	<ul style="list-style-type: none"> • Video shows that careful consideration was taken in researching topic. • Interviewee's clearly relate to topic and have an "expertise" in the field/point of view in which they represent. • Topic is researched independently and ideas are presented in an organized clear manner 	<ul style="list-style-type: none"> • Video shows that some consideration was taken in researching topic. • Interviewee's somewhat relate to topic and have an "expertise" in the field/point of view in which they represent. • Uses some of the elements and principles creatively 	<ul style="list-style-type: none"> • Video shows that little consideration in researching topic. • Interviewee's do not have a strong relationship to topic in the field/point of view in which they represent. • Does not often use the elements and principles creatively 	<ul style="list-style-type: none"> • Video shows no consideration in researching topic. • Interviewee's do not relate to topic • Topic is not researched independently and ideas are not presented in an organized clear manner
Interviews	<ul style="list-style-type: none"> • Interviews scheduled in a timely manner • Subjects were interviewed in a professional manner • Strong soundbites were chosen to support the overall storyline • Interviewee's clearly illustrate both sides of the argument 	<ul style="list-style-type: none"> • Interviews scheduled in an adequate manner • Subjects were interviewed in an adequate manner • Soundbites sometimes support the overall storyline • Interviewee's somewhat illustrate both sides of the argument 	<ul style="list-style-type: none"> • Interviews scheduling needs improvement • Interviewing methods need improvement • Soundbites chosen are weak and do not go with the overall storyline • Interviewee's attempt to illustrate both sides of the argument 	<ul style="list-style-type: none"> • Interviews scheduled in a untimely manner • Subjects were not interviewed in a professional manner • Soundbites do not support the overall storyline • Interviewee's do not illustrate both sides of the argument
Graphics <i>(Motion)</i>	<ul style="list-style-type: none"> • Images are clear & relevant with effective sizing and placement • Clear continuity in design 	<ul style="list-style-type: none"> • Images show some attention to sizing and placement, inconsistent continuity 	<ul style="list-style-type: none"> • Image placement is not attractive and inconsistent in design and continuity in design 	<ul style="list-style-type: none"> • Little to no attention was given to Images

Production <i>(Camera Work)</i>	<ul style="list-style-type: none"> • Excellent use of the rules of composition and camera techniques 	<ul style="list-style-type: none"> • Camera work is usually smooth and composition has a few problems 	<ul style="list-style-type: none"> • Composition is choppy, camera movements are not fluid 	<ul style="list-style-type: none"> • Does not attempt to follow the rules of composition
Copyright/ Releases/ Legalities	<ul style="list-style-type: none"> • Uses Uncopyrighted media • Cites all sources • Talents/Property Releases obtained • Program meets standards to be aired on the Needham Channel 	<ul style="list-style-type: none"> • Attempts to use uncopyrighted media • Attempts to cite all sources • Most Talents/Property Releases obtained 	<ul style="list-style-type: none"> • Most of the media used is copyrighted • Most sources not cited • Most Talents/Property Releases not obtained 	<ul style="list-style-type: none"> • Uses copyrighted media • Does not cite sources • Talents/Property Release not obtained • Program does not meet standards to be aired on the Needham Channel
Critique & Response to Criticism	<ul style="list-style-type: none"> • Communicates concepts clearly; uses critique to improve overall work. 	<ul style="list-style-type: none"> • Communicates some concepts clearly; critiques are usually used for some improvements 	<ul style="list-style-type: none"> • Communicates concepts with difficulty; resists using critique to improve work. 	<ul style="list-style-type: none"> • Does not communicate concepts clearly; does not use to critique overall work.