

Grade: **75 / 75**



 [Show Rubric](#)

C-Span Documentary Rubric		Ratings								Pts	
Criteria	20 to >18.0 pts Expert		18 to >16.0 pts Advanced		16 to >14.0 pts Proficient		14 to >12.0 pts Developing		12 to >0 pts Weak		
Purpose / Overall Effect Is the production persuasive and entertaining?	Production extremely persuasive and entertaining. Message and information crystal clear. Covers topic in-depth w/ effective support from research & interviews. Film clearly addresses the StudentCam Prompt throughout. No shots or ideas out of place. Overall effect is "Wow, Awesome production!"		Production persuasive and entertaining. Message and information clear. Covers topic somewhat in-depth w/ adequate support from research & interviews Film adequately addresses the StudentCam Prompt. No shots or ideas out of place. Overall effect is "Great production!"		Production fairly persuasive and entertaining. Message and information clear for the most part. Includes essential information on the issue but needs further development. Does not consistently address the prompt. One or two shots or ideas out of place. Overall effect is "Good production!"		Production not very persuasive and entertaining. Message and information a bit confusing. Information is lacking and needs more development Does not address the prompt clearly. Some shots or ideas out of place. Overall effect is "Not bad but could definitely be improved."		Production not persuasive or entertaining. Message and information confusing. Information is lacking and needs much more development. Does not address the prompt. Many shots or ideas out of place. Overall effect is "This is not very good. Was this person/group paying attention to instruction?"		20 pts
Requirements Are all requirements met?	20 to >18.0 pts Expert All requirements met. Intro to grab attention, clear well written V/O explaining the topic/issue and importance, music, lower thirds, aesthetically pleasing B-Roll that is relevant to the topic as well as what is being talked about as it is on screen, conclusion which offers solutions and/or a call to action, and credits.		18 to >16.0 pts Advanced Almost all requirements met. Missing one of the requirements and/or one or of the following problems: V/O not clear and/or not well written, Intro does not grab attention, B-Roll not relevant and/or well used, conclusion not clear and/or does not offer solutions and/or call to action.		16 to >14.0 pts Proficient Most requirements met. Missing more than one requirement and/or more than one of the following problems: V/O not clear and/or not well written, Intro does not grab attention, B-Roll not relevant and/or well used, conclusion not clear and/or does not offer solutions and/or call to action.		14 to >12.0 pts Developing Some requirements met. Missing a few requirements and/or a few of the following problems: V/O not clear and/or not well written, Intro does not grab attention, B-Roll not relevant and/or well used, conclusion not clear and/or does not offer solutions and/or call to action.		12 to >0 pts Weak Most requirements missing. Many of the following problems: V/O not clear and/or not well written, Intro does not grab attention, B-Roll not relevant and/or well used, conclusion not clear and/or does not offer solutions and/or call to action.		20 pts
Continuity/Pacing Does the production flow smoothly?	20 to >18.0 pts Expert Video flows absolutely smoothly with no shots too long or too short. No continuity errors with either video or audio. Both interviews and B-Roll on screen appropriate lengths of time, with no shot being on screen longer than 8-10 seconds and no shot on screen less than one second unless done for effect.		18 to >16.0 pts Advanced Video flows smoothly though perhaps one or two shots too long or too short. Almost no continuity errors, though perhaps one or two small ones. Audio has no sudden jumps in volume.		16 to >14.0 pts Proficient Video flows fairly smoothly with a few shots too long or too short. A few continuity errors or one or two BIG ones. There are a few times when some obvious cuts could be made and/or times when images or audio is too short and/or rushed.		14 to >12.0 pts Developing Video does not flow very smoothly with quite a few shots too long or too short. A few continuity errors or one or two BIG ones. There are many places where it could be cut down and/or images and audio are rushed.		12 to >0 pts Weak Video does not flow smoothly at all with little thought of continuity or pacing.		20 pts
Image / Framing / B-roll Are all the shots framed well? Is B-Roll used well?	20 to >18.0 pts Advanced All shots are framed well except for one or two small problems. B-Roll aesthetically pleasing and relevant to the topic but perhaps some not matching with what is being said on screen. Graphics used make sense but are not edited into the production in a creative manner. There are one or two times when the image could have been more relevant and/or creative.		18 to >16.0 pts Developing Some shots are framed well. Many small problems and a few major ones. B-Roll not aesthetically pleasing and/or some not relevant to the topic and/or some not matching with what is being said on screen. Graphics used are either not completely clear and/or are not edited into the production in a creative manner. There are a quite a few times when the image could have been more relevant and/or creative.		16 to >14.0 pts Expert All shots are framed perfectly with absolutely no problems. B-Roll aesthetically pleasing and absolutely relevant to the topic and what is being said as it appears on screen. Graphics used make sense and are edited into the production in a creative manner. At no time is there any questions as to why we are seeing what we are seeing.		14 to >12.0 pts Proficient Most shots are framed well but more than one or two small problem and perhaps one large problem. B-Roll aesthetically pleasing though some not relevant to the topic and/or some not matching with what is being said on screen. Graphics used mostly make sense but are either not completely clear and/or are not edited into the production in a creative manner. There are a few times when the image could have been more relevant and/or creative.		12 to >0 pts Weak Most shots are framed poorly with major problems. B-Roll not aesthetically pleasing and/or many not relevant to the topic and/or many not matching with what is being said on screen. Graphics used are not completely clear and/or are not edited into the production in a creative manner. There are a quite a few times when the image could have been more relevant and/or creative. There are many times when we are wondering why we are seeing what we are seeing.		20 pts
Audio: V/O, Interviews, Music & Sound Design Is the narration, Interview audio, music and Sound Design clear and well thought out?	20 to >18.0 pts Expert V/O and interviews use dedicated mics and have crystal clear audio. Music perfect for the mood and action of production. Audio levels perfect. Syncing is clearly demonstrated if possible. Sound effects and/or ambient sounds used to great effect if possible. Sound Design overall is perfect.		18 to >16.0 pts Advanced V/O and interviews use dedicated mics and have crystal clear audio with perhaps a few small problems. Music good for the mood and action of production. Audio levels almost perfect except for one or two small problems. Syncing is not clearly demonstrated when possible. Sound effects and/or ambient sounds are not used when possible. Sound Design overall is very good.		16 to >14.0 pts Proficient V/O and interviews do not all use dedicated mics, do not all have crystal clear audio. Music good for the mood and action of production. Audio levels almost perfect except for a few small problems and/or one or w large ones. Syncing is not clearly demonstrated when possible. Sound effects and/or ambient sounds are not used when possible. Sound Design overall is good but could have been improved.		14 to >12.0 pts Developing V/O and interviews do not use dedicated mics, do not have clear audio. Music does not clash with the mood and action of production but does not necessarily fit. Audio levels not too bad except for a many small problems and/or a few large ones. Syncing is not clearly demonstrated when possible. Sound effects and/or ambient sounds are not used when possible. Sound Design overall could have been greatly improved.		12 to >0 pts Weak V/O and interviews do not use dedicated mics, are hard to hear, or have noise in the background. Music does not fit the mood and action of production. Audio levels a large problem. Syncing is not clearly demonstrated when possible. Sound effects and/or ambient sounds are not used when possible. Sound Design overall is poor.		20 pts
Total Points: 100											