

	1	2	3	4
Camcorder				
Shot quality	All shots are shaky and none of them are framed properly	Most shots are not stable and are not framed well	Most shots are stable, some are not framed well	Shots are Stable and framed well
Movement	All shots are static	Camera movements are forced and distract from the viewer	Camera movements mostly motivated, noticeable but don't distract viewer	Camera movements are motivated and lead to appealing shots
White Balanced	None of the shots are white balanced	Most shots are not white balanced	Most shots are white balanced	All shots are white balanced
Focused	Bad focus throughout	Most shots are out of focus	Most shots are in focus	All shots are in focus
B-Roll	Lack of B-Roll	Lacking shot variety, some shots are not appealing	some variety in shots, these shots are appealing	Variety of shots, shots are creative and appealing
Lighting	Exposure is poor, All shots need more or less lighting	Exposure is bad, most shots need more or less lighting	Exposure is mostly good, one or two shots need more or less lighting	Good exposure, lighting is balanced, lighting is appealing

Audio				
Nat sound	No nat sound	Some nat sound, the sound is too high or too low	Most of the shots have nat sound as needed, some levels may be too high or too loud	Good use of nat sound on all shots, levels are not distracting
Narration/ VO	No voice over/narration present and is needed.	Voice over/narration is present but does not advance the story. Takes away from the quality of the video.	Voice over/narration advances the story, but leaves the viewer still asking questions.	Advances the story and fills in holes in interviews. Possibly not needed if the interviews are sufficient.
Interview (s)	Mic is not used and is needed	Mic is used incorrectly or incorrect microphone is used	Mostly correct use of mic	Correct use of Microphone
Music	Inappropriate	Too High/Low	Appropriate	Helps progress the story
Mixing/ levels	Music and voice overs/ interviews are not clear. Distorted sound.	Music or voice overs/ interviews are not clear. Too loud or too quiet.	Music is not distracting and is "up and under". Voice overs and interviews are clear, but levels are not equalized.	Music is not distracting and is "up and under". Voice overs are clear. Interviews are clear. All levels are equalized.

Editing				
Pacing	Editing takes away from piece. Edits are noticeable. Order of editing does not make sense.	Many edits are noticeable. Some shots/ sections are too long or short.	Most edits are seamless and timely. Nothing seems too long or too short.	Edits are seamless and timely. Nothing seems too long or short. Edits are not noticed. Enhances quality of piece.
Transitions	No transitions were used and were needed.	Amateur/ distract viewer	Too many or too few.	Transitions are not noticeable and enhance the quality of the piece.
Graphics	No graphics were used and were needed.	Too many graphics or too few graphics. Font is hard to read (color/family).	Good amount of graphics, basic, good font and color. Easy to read. Does not add to or detract from piece	Good amount of graphics. Graphics enhance quality of the piece. Easy to read.

Topic				
Quality/ validity	Topic is not clear.	Topic is not interesting and lacks focus. The topic is not covered in depth and may be biased.	Topic is interesting but lacks focus. Topic covers most aspects and avoids bias.	Topic is interesting and focused. Topic is covered and has depth. Avoids bias
Storyline	No storyline. Covers only the surface story.	A story is introduced but not completed.	Story runs throughout. Story does not create ownership.	Connects viewer and creates ownership. Story runs throughout and informs the viewer of more than the surface story.
Interview Content	No interviews and interviews were needed.	Interviews are with people unassociated with the subject.	Interview is with an "expert on the subject, but content is not used effectively.	Interview is with an "Expert" on the subject, content helps advance the story
Answered Who	Did Not	Answered, but not completely	Answered completely	
Answered What	Did Not	Answered, but not completely	Answered completely	
Answered When	Did Not	Answered, but not completely	Answered completely	
Answered Where	Did Not	Answered, but not completely	Answered completely	
Answered Why	Did Not	Answered, but not completely	Answered completely	
Answered How	Did Not	Answered, but not completely	Answered completely	

Other				
Deadline	Missed (0)			Met (6)
Creativity	Video shows no creativity or uniqueness. Is the bare minimum.	Has some unique qualities that distract the viewer but exceeded effort is apparent.	Has creative qualities in which exceeded effort is apparent but is not unique.	Has creative and unique qualities that make the piece original and entertaining. (8)