

Broadcast Television  
STORY RUBRIC  
Mr. Rasgorshek

<i>Criteria</i>	Not Proficient (F to D)	Partially Proficient (C)	Proficient (B to A)	Advanced (A+)
<b>Video</b>				
<b>Steadiness/Tripod/Motivated</b>	Tripod is almost never used when needed. Has mostly unmotivated and shaky zooms and pans.	Sometimes uses Tripod when motivated, but still many unmotivated hand held shots. Unmotivated pans and zooms.	Uses tripod when motivated, most to all moving shots motivated. Shows understanding of motivated movement.	Mastery of motivated tripod and handheld camera and movement
<b>Variety/Sequencing</b>	Almost no variety in shots. Does not demonstrate understanding of sequencing or variety. Elements of Composition not demonstrated	Some variety in shots. Some medium shots and closeups. Some sequences. May show some demonstration of composition elements	Good shot variety. Many Wide, Medium and Close up shots. Good sequences. Demonstrates elements of composition	Shoots in sequences. Very good variety with descriptive close ups. Very good composition
<b>Technical</b>	Exposure is consistently wrong. Lighting is poor or non existent. Does not demonstrate knowledge of technical requirements.	Still some over or underexposed video. Some demonstration of lighting concepts. May show some understanding of technical requirements.	Demonstration of most lighting concepts. Good levels through most video. Few if any technical errors.	All video is lit well and exposed correctly. No technical errors
<b>Audio</b>				
<b>Clear and Legible</b>	Does not demonstrate knowledge of technical requirements for audio. Audio indistinct, hard to hear.	May demonstrate some knowledge of technical requirements for good audio.	Almost all audio is clear and legible. Levels are good for almost all to all audio.	All audio is good. Levels are correct for all parts of tape. Mastery of concepts
<b>Editing</b>				
<b>Sequences</b>	Very few sequences. Edits are rough and jarring. Does not demonstrate knowledge of aesthetic requirements.	Some edits are logical and smooth. Some sequences. Some knowledge of aesthetic requirements.	Most edits are logical and smooth. Many sequences and transitions.	Edits are all smooth with many good sequences and transitions.
<b>Technical</b>	Does not demonstrate knowledge of technical requirements of editing. Black holes etc.	May show some knowledge of technical requirements of editing. Still some Jump Cuts, Black holes, etc.	Few if any jump cuts or black frames. Clean edits	Demonstrates mastery of technical knowledge
<b>Storytelling</b>	Few edit techniques used effectively. Does not demonstrate understanding of editing concepts and techniques	Some editing techniques such as cutaways, matched action, cut on motion etc. may be used, but little demonstration of understanding. Few closeups or creative editing	Editing techniques such as cutaways, matched action, cut on motion etc. used well. Closeups used, and creative editing techniques	Shows mastery of editing techniques and concepts. Concepts and techniques used very effectively
<b>Scripting</b>				
<b>Scripting</b>	Script is not in proper form. Does not demonstrate understanding of script formatting. Video does not follow script.	Some use of proper format, but still many areas not formatted. Video deviates from script. Script is vague	Almost all of script is formatted correctly. Video very rarely deviates from script. Script is well thought out	Proper formatting throughout. Video follows script completely. Script is complete and well planned
<b>Writing</b>	Lead may be very weak or nonexistent. Human angle missing. Story is either very narrowly targeted, or contains little to no information. Little relevance	Lead is present, some attribution. Human angle is attempted. Story may only appeal to a narrow audience, but is still informative and relevant.	Lead is effective. Consistent attribution, Human angle is presented, story is written to appeal to broad audience and is relevant.	Lead is effective. Active voice used, Consistent attribution, Human angle is compelling.
<b>Storytelling</b>				
<b>Storytelling</b>	Composition, Sequencing, Editing not used effectively. Story seems thrown together, pacing is off, is hard to follow. Does not meet requirements.	Some effective use of technique, but some opportunities missed. Story may seem incomplete or thrown together. Requirements not met.	Many techniques used effectively. Story is generally interesting and requirements are met. Video tells an informative story.	Story is entertaining and informative. Composition, Sequencing and Editing used effectively. Elements are combined to make an interesting and unique story
<b>Presentation</b>	Story is presented in a hurried, shoddy manner. Reporter/Photographer presentation is unprofessional	Presentation of story is rough. May not be a positive example of Westside ideals. Reporter/Photographer presentation may have unprofessional elements or does not reflect positively on Westside. Graphics are misspelled.	Story is presented in a professional and informative manner. Reporter/Photographers presentation and conduct reflects positively on Westside. No misspelled graphics.	Story is presented in an exemplary manner. Reporter/Photographers presentation and conduct showcases Westside's ideals
<b>Deadlines</b>	Story is late or not finished. Incomplete.	Story is turned in very shortly after deadline. May not be complete	Story is turned in on time. Most elements are complete	Story is completed well ahead of time. All elements are finished