**Tell a Story: B-Roll & Natural Sound**

**Rubric**

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|  | Fair  (1 point) | Good  (3 points) | Excellent  (5 points) | Total points |
| Natural sound | Sounds are only used occasionally and don’t really add to the overall production. | Sounds are used, but sometimes the sound appears to be forced. | Sounds are used in a natural way that draws the viewer’s attention. |  |
| Project length | The project is 16 seconds or more over or under the required length. | The project is up to 15 seconds over or under the required length. | The project is between one and two minutes long. |  |
| B-Roll | B-Roll is varied and unnatural in the way it is assembled. | B-Roll is present but does not always match the general storytelling process. | B-Roll is present and appropriately used. |  |
| Story concept | The event chose was far from newsworthy and was clearly a last-minute attempt. | The event chosen was somewhat newsworthy, but more research could have turned up a better version of this story. | The event chosen was newsworthy and interesting to the community as a whole. |  |
| Music | No music was used. | Music was used, but it is not set to an appropriate level. | Music was used and set at an appropriate level. |  |
|  |  |  |  | Total \_\_\_\_\_\_\_\_ |