

CPHS Video Production Grading Rubrics

2007 - 8

Production Logs 30%

A:

Turn in 90% - 100% of Production Logs, approximately 8 per quarter. Handwriting is clear printing with neatly bulleted points. Production Logs are complete, containing dated project descriptions, thoughtful narratives on tasks, plans, reflections, goals, etc. Ideas are sequential and clear. Logs exhibit a pattern of clear task lists, goal setting and goal achievement. All book notes, quizzes and book work are carefully and clearly logged. All quiz answers are written in complete sentences. Log is kept in tidy, well-used condition.

B:

Turn in 80% - 89% of Production Logs, approximately 7 per quarter. Handwriting is generally fine but could be clearer. Production Logs are mostly complete but lack some element/s. Ideas can be clearer. Editing and rewriting can be improved. Logs may lack clear organization or ideas may not be thought out completely. Record of book-work may be incomplete or unclear. Log shows unnecessary wear or messiness.

C:

Turn in 70% - 79% of Production Logs, approximately 6 per quarter. Handwriting can be better. Organization needs improvement. Content is unclear in more than one area. Log does not display evidence of consistent effort in planning and executing productions. Plans need re-working and follow-through. Log shows inconsistent effort in book work. Grammar and writing need work. Log book is kept unorganized.

D:

Turn in 51% - 69% of Production Logs, approximately 5 per quarter. Handwriting is poor. Organization is poor and / or inconsistent. Logs do not show consistent effort in more than two production areas. Task lists are unrealistic and incomplete. There is little evidence of orderly activity.

F:

Turn in 50% or fewer Production Logs, approximately 5 or fewer per quarter. Work does not meet the minimum requirements of a 'D'.

Script Writing (**Evaluated in Production Log**)

Production Logs should show daily evidence of writing and editing. There are a number of different types of scripts; **all script types earn equal credit**. Students should constantly be involved in the processes of writing and rewriting scripts.

A:

Write and / or edit at least two scripts per week. Scripts are correctly formatted. Handwriting is in clear printing. Grammar is correct. Script is associated with a completed project.

B:

Write and / or edit one script per week. Grammar and spelling are correct. Scripts are mostly formatted correctly. Content is useful.

C:

Write and or edit 4 scripts per quarter. Grammar and spelling may need work. Scripts are mostly formatted correctly. Content is mostly useful.

D:

Write 2 – 3 scripts per quarter. May be difficult to read. Grammar and spelling need work. Content is not useful.

F:

Fewer than 2 scripts per quarter. Incomplete. Poor presentation. Grammar and spelling need work. Inconsistent effort.

Group / Studio Production 20%

The class will carry on a regular news production schedule. Each class will air a program approximately every 3 weeks.

A:

The student contributes an essential role in producing the class production. The student consistently contributes products of a high technical quality that are complete, correct, and on-time. The student functions well in the studio, taking cues, meeting production objectives, and managing the equipment carefully. The student demonstrates growth in technical tasks. The student exhibits leadership by example. The student does not inject unnecessary distractions and difficulties into the studio process. The student has no behavior incidents beyond requiring one minor clarification of a policy.

B:

The student contributes to the class production, but inconsistently. The student may have missed an important deadline. There may be time-management issues that affected production. The quality of work may require some improvement. There is some growth in technical competence, but there is room for more. The student is mostly helpful, often displays leadership, but is not always on-task during class. The student may have had behavior issues more than once.

C:

The student occasionally contributes to class productions. Productivity may be low. Student is occasionally unprepared. Student shows difficulty in time-management and personal management. Student has shown only small growth in technical abilities.

D:

The student rarely contributes work to the class production. Productivity is low. Work is inconsistent. Student shows little growth. Student has trouble focusing for useful periods of time.

F:

The student rarely or never contributes to class production. More than 50% of work is missing. The student is uninvolved or counter-productive.

Remote Location Production (**Graded in ALL Production Areas**)

Students occasionally need to record video outside of class. This element of the production process is evaluated in 2 areas: 1) technical proficiency, and 2) professionalism.

The Technical Proficiency element of Remote Production consists of: camera image, framing, composition, camera movement, photographic technique, use of light, audio recording, and script management.

The Professionalism element of Remote Production is graded on the basis of productivity and citizenship.

A:

The student planned the production carefully; the student wrote clear materials that drive the remote location shoot. The student executed a careful and thoughtful video recording according to the plan. The student made good use of light, including sunlight, reflectors, and/or electric fill lights with diffusion screens. The student captured a useable audio signal either through the camera or using a remote microphone.

The student followed all protocols for leaving the classroom. While out of class the student was quiet and respectful of the school environment. There were no complaints about the student's behavior from other teachers, students, administrators or staff. The student made maximum use of time outside of class and returned to class immediately after recording. The student returned to class with a useable product.

B:

The student's plan might have been stronger. The student might not have followed the shooting script. The production may lack some planning. The student did not make good use of sunlight, or failed to use a fill light. The framing and composition may need improvement. The audio signal may need work.

The student was not always careful about protocols for leaving the classroom. There was one complaint about the student's behavior outside of class from another teacher, student, administrator or staff. The student usually made good use of time outside of class but not always. The product was usually useable, but not always.

C

The student's plan was not always useful, realistic, or complete. The quality of the video recorded needed improvement in more than one area of technical competence. Product may be missing a required element. Behavior may be an issue.

D:

The student needs to plan the production more carefully. Plan is incomplete. Product is not useful. Work is not the result of planning. There is no technical competence evident in work. Required elements are missing or incomplete. Behavior may be an issue.

F:

Work is incomplete. Productivity is low. Conduct or attitude may be poor.

Post Production **(Graded in ALL Production Areas)**

A:

Student has signed-in and signed-out of editing station correctly. Project contains all necessary elements, including principal photography and insert shots. All needed shots are present. Transitions are simple, smooth, and well-timed. The completed product has good pace. The audio signals are strong and clear. Titles are in a simple font, they are clearly readable and spelled correctly. Product is on-time and useful to the class production.

B:

Student may not always sign-in and sign-out of work station. Video Product is good but can be better in more than one area. Elements may be missing. Transitions are generally but not always smooth or well-timed. The pace may be slow or fast. The audio signal may be low or high or unclear. Titles may need improvement. Product is finished on-time and is ready for broadcast.

C:

Student may routinely fail to sign-in and sign-out of work station. Some shots are missing or the product has too many shots. Overall project can be simpler and clearer, using fewer shots. Audio signal may need work. Product is not always on-time and useful to class production.

D:

Student has failed to sign-in and/or sign-out correctly more than three times. Shot selections are not orderly. There are clear technical errors. The source video might be of low production quality. Pacing of images and/or transitions needs work. Audio signals need work. Work is rarely ready to be useful to class production.

F:

Student does not use workstations appropriately. Edited work has errors in 3 or more areas. Work is unfinished. Work is careless. Effort is inconsistent and poor. Work is not useful to class production.

Individual / Small Group Productions 20%

Independent Productions are individual works or works produced in small groups. These may be Curriculum Link assignments or works intended for broadcast. These can cover a wide variety of subjects that must be approved in advance on a CPTV Production Plan Authorization Form.

A:

Product is well scripted, well planned, and well executed. Project makes good use of locations. There are no behavior problems associated with this product. Images are clear and stable. Framing, composition, and camera movements are good. Video techniques are good. Product is well lit. The audio signals are strong and clear. Post-Production tasks are good. The final product is well paced. The final product is useful.

B:

Product is generally well scripted but there may be some improvement required in scripting, planning, or execution. There may be a single issue with lighting, audio signal, framing, composition, or camera movements. Techniques are generally good. There are no behavior problems associated with this product. Video is finished and useful.

C:

Some element of the scripting and/or planning may need improvement. There is more than one problem in framing, composition, camera movement, lighting, audio signal or editing. There may be behavior problems associated with the production process. There may be time-management problems. The product might be late or usefulness may be in question.

D:

Scripting and/or planning may be weak. There are more than two problems in framing, composition, camera movement, lighting, audio signal or editing. Product is nearly completed but incomplete. Product is only marginally useful.

F:

Scripting or planning is weak. There are more than three problems in framing, composition, camera movement, lighting, audio signal or editing. Product is incomplete. Product is not useful.

Curriculum Link **(Evaluated in Independent Productions)**

The Curriculum Link is assignment assigned in an academic class that students pursue in Video Production class. This may include a wide range of audio / video products on some topical matter students explore in an academic class, and then produce the evaluated product in Video Production class. This is a required assignment that each student must do each semester.

A:

Topic is thoughtful and well-researched. Video content is appropriate to both classes. Product is well scripted and well planned. Source materials are clear. Camera video is clear. Product shows competence in recording video, framing, composition, camera movements, lighting, audio signal. Product is well-edited. Pace of shots and transitions are good. Product uses clear titles and / or graphics. Product is completed on-time. Product is useful to both classes.

B:

Topic is good but research may be improved. Video content may not be appropriate to one class. Product is generally well scripted and planned but one of these areas may need improvement. The video quality is generally good, but there may be one problem in framing, composition, lighting, audio signal, or in editing and post production. Project is on time. Product is useful.

C:

Topic is good but can be thought out more completely. Video content may not be appropriate for one class. Project is scripted and planned but more than one of these areas can be improved. The video is complete but there may be more than one problem in framing, composition, lighting, audio signal, or editing. Project may not be on-time. Product is only marginally useful.

D:

Topic can be improved or thought out more carefully. Scripting and / or planning needs work. More than one production skill needs improvement. Editing may need improvement. Product may not be useful.

F:

Topic may be inappropriate. Project does not meet standard in more than two areas in scripting, planning, shooting, framing, composition, camera movement, lighting, audio signal or editing. Product may be incomplete. Product is not useful.

Professionalism 20%

A:

Student comes to class prepared with all materials and project needs. Student is on-task for entire work periods. Student keeps an up-to-date production log. Student has a minimum of 2 production plans on file with teacher. Student works from a task list and a production plan. Student spends time in class wisely and productively. Student does not present the teacher with ANY behavior problems. Student consistently exhibits leadership by example. Student finishes projects and products are useful. Student does not argue with other students or with teacher. Student finds ways to help and encourage other students. The student has perfect attendance.

B:

Student is usually prepared with all materials. Student usually keeps a current production log. Student usually works from task lists, production plans, and scripts. Student is usually on-task and productive for the entire period. Student might present teacher with ONE behavior problem that is more than a simple reminder of policy. Student might argue with another student or with teacher. Student might cause ONE classroom distraction. Student follows all protocols for using and returning equipment. Student often finds ways to help others, but not always. The student has near-perfect attendance.

C:

Student is not always prepared for class with needed materials. Student may work slowly and doesn't always produce in a timely manner. Student may be off-task for periods. Attendance or poor behavior may have become issues.

D:

Student is usually not prepared with Log Book or other project materials. Student is frequently off-task. Student does not keep production plans on file with teacher and / or does not follow through. Only few projects are completed. Projects show difficulties in more than 2 required elements. The student may have poor attendance or poor behavior.

F:

This student is consistently unprepared for class and often fails to produce completed products. The student may show poor judgments in class by wasting time, distracting others, ignoring rules, and ignoring the teacher's direct instructions.

NOTE ON PROFESSIONALISM: Students are expected to treat all equipment with utmost care. Students are responsible for helping to replace equipment they damage or lose. Misuse of equipment will result in the *loss of privileges* and a lowered grade in the Professionalism category.

Screening Events & Final Exam 10%

Tests consist of screening events in which the entire class views and evaluates student works together. Students are required to have all submissions in the correct format, on-time for the screening. Students will receive Feedback Form Evaluations from all viewers. Student feedback = 50%. Teacher feedback = 50%.

Screening Events

1. **End of Week 4 (8-Shot Film Festival = Earn CPTV I.D. Lanyard)**
2. End of Q1
3. End of Q2 – Final Exam
4. End of Q3
5. End of Q4 – Final Exam

OVERALL STUDENT EVALUATION

The Student is Graded in:

7 – 8 Grading Categories = A = 90% - 100%

5 – 6 Grading Categories = B = 80% - 89%

3 – 4 Grading Categories = C = 70% - 79%

2 Grading Categories = D = 60% - 69 %

1 Grading Category = F < 59%