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|  | OBJECTIVE: Create a video that shows us who you are in under 2:00 minutes. Include interviews, b-roll, still images, music and text to give the class a look at your life. You can choose what to include. Some ideas are: family, friends, hobbies, sports, interests, vacations, etc. Music should be used to create flow in your video.  |  |  | Comments |
| **Plot** | Video does not flow, makes little sense and/or the music is distracting. Purpose is not established.**3** | Over half of the video flows, makes sense, some distractions, purpose is established **7**  | The video flows and makes sense. No distractions. Purpose is clear and appropriate  **10** |  |
| **Music/Audio** | Song is not appropriate. Audio levels are too high or low.**3** | Song is mostly appropriate. Good audio levels. Transitions are smooth. **5** | Song is appropriate. Good transitions. Near perfect audio levels. **7** |  |
| **Camera Shots** | The video displays little thought into shot compositionand/or sound design and editing. Lacks direction, no focus, etc.**5** | The video mostly uses shot composition and editing choiceswell. Lacks a few key areas that could easily be improved. (sloppy camera position, shaky zoom ins, shots out of focus, bad cuts, etc.)**10** | The video effectively uses good camera shots and angles with appropriate editing of a commercial to successfullyCommunicate the purpose to the target audience. (No shaky zoom ins) **15** |  |
| **Time** | Video is under 1:30 minutes or over 2:05 minutes**3** |  | Video is between 1:45-2:00 minutes **8** |  |
| **Editing** | Editing is sloppy and distracts from the flow of the commercial. Too many transitions. Jump cuts. Clips are not trimmed. Music is not edited to fit scenes. Audio levels are too high or too low. **5** | Most of the video is edited effectively. Some clips do not flow. Few jump cuts. Most music is edited to fit the film. Audio levels don’t exceed -6 on most of the video. **10** | Video is edited in an effective and proper manner so that the video is easy to understand from shot to shot. Music, sound, transitions, and effects are purposeful and effective. They enhance content **not** distract. No jump cuts. Clips are trimmed **15** |  |
| **Creativity/****Originality** | Video is a rehash of other people's ideas and/or dialog and shows very little attempt at original thought. The video shows very little effort and creativity during the presentation; lack of focus during preparation and filming.**10** | Video shows an attempt at originality and inventiveness in part of the presentation. The video shows some effort and creativity during the presentation; lack focus during preparation and filming.**12** | Video shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way. The video shows high levels of effort and creativity during preparation and filming.**15** |  |
| **Text (grammar, spelling, punctuation)** | Multiple grammar, spelling or punctuation mistakes. Hard to find final video. Not in correct folder.**3** | Few grammar, spelling or punctuation mistakes. Saved in your folder, but not sub folder of Personal Narrative **5** | No grammar, spelling or punctuation mistakes.Saved in the correct folder.**7** |  |
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|  |  |  | **Score**  |  **/77** |

Comments: