

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Hour: \_\_\_\_\_

## FEWS GRADING Rubric

The following rubric will be used to grade your completed FEWS How To Video.

Area	Excellent - 10	Good - 8	Average - 7	Poor - 6	Unacceptable - 0
<b>Intro</b>	Excellent hook for the audience. They are now engaged and can't wait for more.	Good hook for the audience. They are now interested.	Limited introduction to what is coming up. The audience is left wanting more.	No real introduction to what is coming up. The audience is left wondering? It just starts.	
<b>Technical shooting quality</b>	Glitch-free, proper exposure, good lighting and white balance; smooth camera work; evidence of camera stabilization; quality shot composition. High quality lighting is evident in the interviews	Good lighting and exposure; some camera stabilization; good shot composition. Lighting techniques are used in the interviews effectively.	Improvement needed in exposure, lighting and/or settings; shaky camera work; inconsistent shot composition. Minimal lighting considered for the interviews or improperly used.	Major editing needed to use footage; poor shot composition, shaky camera work. Interview lighting is poor and distracts from the interviews.	
<b>Instructions /How To / Message</b>	High quality FEWS instructions. There is a clear message to the video.	Good FEWS instructions. A story is woven throughout the video. There is a message and purpose to the video.	FEWS information is evident but lacking in quality. Limited instructions are woven throughout the video, but scattered. The message is not clear.	Poor quality of instructions. Minimal instructions are woven throughout the video. The message is not clear or evident.	
<b>Music/Audio</b>	High quality audio was attained. Proper audio adjustments made. Music supports the mood/theme of the video.	Good quality audio was attained. Proper audio adjustments made. Some additional needed. Music supports the mood/theme of the video.	Average quality audio with improvements needed. Additional audio adjustments required or audio improperly recorded in production. Music is inconsistent with the mood/theme of the video.	Poor audio attained. Audio adjustments needed. Audio detracts from the story. Music does not support the mood/theme of the video.	
<b>Pacing and Segments</b>	Segments are evident throughout. Excellent transitions between them. Excellent pace. Not too fast, not too slow.	Segments are evident throughout. Transitions between them are good. Video is well paced. Not too fast, not too slow.	Some segments are evident or missing. Transitions between them are good. Video pace is either too fast, or too slow.	No segments are evident. Video pace is either too fast or too slow. Further editing needed.	
<b>Participation</b> Each member individually graded based on my perceived participation	Name: _____ _____ 10 - 9 - 8 - 7 - 6	Name: _____ _____ 10 - 9 - 8 - 7 - 6			
<b>Overall final experience</b>	Excellent	Good	Average	Poor	

<b>Total:</b>	
<b>Comments:</b>	