

	Developed Idea Information Creativity	Planning Time Management Organization	Quality Composition Creativity	Grammar Story Detail	Sequencing Detail Intentionality	Appearance Conduct Practice
	Story Ideas	Preparation	Shooting	Writing	Editing	Presentation
<b>(4)</b> Advanced  Exceeds Standards	Demonstrates a well developed creative idea. Idea should be relevant to viewers and present a thought out interesting personal angle to the story.	Demonstrates extensive research of story including contact info, shot ideas, and interview questions. Story should be researched on day one, shot in advance and edited before show date no matter the complications.	Demonstrates high skills in correct exposure, focus, white balance and audio levels. All shots should exemplify good compositional techniques, planned backgrounds, and interview mirroring.	Demonstrates excellent story flow with high audience interest and relevancy. Should include excellent grammar, sentence structure, and details.	Demonstrates extensively planned shot sequencing, script to video continuity, file organization, and advanced knowledge of the editing program.	Demonstrates professionalism to teachers and students at all times as a leader in the classroom. This includes appropriate appearance and practice of equipment and script reading.
<b>(3)</b> Proficient  Meets Standards	Presents complete development of story from all available and recorded details. Idea should also show thought of angle and relevance.	Contact information should be acquired and source contact made in appropriate timing to story completion. Good story detail, as well as shot and question planning.	All shots show attention to focus, exposure, and composition. Noticeable attention given to shot sequencing and point of view.	Demonstrates well developed story flow with attention to detail, and audience interest points.	Demonstrates good sequencing as well as developed editing flow decisions and appropriate file management.	Displays good communication skills as a part of professionalism as well as full knowledge of needed show responsibilities.
<b>(2)</b> Partially Proficient  In Progress, Emerging	Ideas present basic four w's but with little thought to development.	Some detail presented in question planning, but organization does not dictate story timeliness.	Most shots show attention to focus, exposure, white balance, appropriate mic use, and audio levels. Little attention given to shot sequencing and point of view.	Script shows full story organization with some detail presented.	Editing shows proper technique along with attention to script to video continuity, and some sequencing.	Displays professionalism with good work ethic, appropriate appearance and beginning knowledge of parts and responsibilities.

**(1)**  
Novice  
Unsatisfactory

Story idea presented with no acceptable detail or development.	Lack of planning or execution of goals with incomplete treatment.	Most shots show poor exposure, focus, composition, or audio levels.	Writing is basic and shows no story details, or organization.	Story is edited with lack of sequencing, poor script continuity, and poor edit decisions.	Student shows negative, unprofessional, or disruptive attitude and is unprepared to execute show responsibilities
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**(.5)**  
No Evidence  
No Attempt

Work is missing or no attempt was made.