

NAME

VIDEO EVALUATION

Category	1	2	3	4	Points
VIDEO	<p>*Lack of Creative shot selection- WS, MS, CU, BEV, LA, PAN, TILT, DUTCH TILT.</p> <p>*Focus problems</p> <p>*Camera is unsteady- no tripod use when essential</p>	<p>*Emerging Shot Selection</p> <p>*Focus is good</p> <p>*Some tripod use- camera is steady sometimes</p>	<p>*Shot selection is good- moves story along and interests viewer</p> <p>*Focus is good</p> <p>*Camera is steady or intentionally hand-held</p>	<p>*Shot selection is creative, varied and interesting- viewer is not aware of the camera as a tool.</p>	
AUDIO	<p>*Little or no attention was paid to sound- NS, SFX, Music, VO/Narration or Dialogue</p> <p>*No Mixing evident</p> <p>*Lack of sound is distracting</p>	<p>*Some Evidence of sound- NS & Music</p> <p>*Mixing is evident but noticeable</p>	<p>*Clear evidence of use of sound as an important element of video</p> <p>*Mixing is intentional but rough</p>	<p>*Multiple audio elements incorporated</p> <p>*Audio Mixing is smooth and intentional</p> <p>*Sound enhances story development</p>	
EDITING	<p>*Jump Cuts</p> <p>*Flash frames</p> <p>*Continuity Errors</p> <p>*Lack of understanding or experience on editing software</p>	<p>*Few editing errors</p> <p>*Emerging understanding of continuity</p> <p>*Evidence of editing software capabilities</p>	<p>*No editing errors</p> <p>*Clear understanding of editing software and it's capabilities for story development</p>	<p>*Editing is creative and interesting</p> <p>*Editing is an integrated element of the story development</p>	
STORY COMMUNICATION	<p>*Evidence of a story or idea but with little development of Target Audience, Framework, Creative Concept</p> <p>*No evidence of Goals or Objectives- <i>Measurable Outcomes</i></p> <p>*No progression is established</p>	<p>*Emerging story idea and Target Audience</p> <p>*Some evidence of Framework, Creative Concept, Goals & Objectives</p> <p>*Story progression is not natural- parts don't make sense</p>	<p>*Story is driven by it's Framework, Goals & Objectives and has evident Measurable Outcomes</p> <p>*Story is clear, it has a natural progression with a beginning, middle and end</p>	<p>*Story is creative and interesting with a clear focus of Target Audience</p> <p>*Framework and Creative Concept function as elements that drive story development</p> <p>*Audience reactions define/reinforce the Goals and Objectives</p>	
ADDITIONAL COMMENTS	TOTAL				