

Giant/Small (Perspective Manipulation)

Minimum of 5 WS, 20 MS, 20 CU

Shooting Schedule: 3 days/student

Deadline for shooting: End of class 11/5.

Edit 11/6-11/12: Final video due 11/12

Category	1	2	3	4
VIDEO	<ul style="list-style-type: none"> *Lack of Creative shot selection- WS, MS, CU, HA, LA, PAN, TILT, TRUCK. *Focus problems *Camera is unsteady- no tripod use when essential 	<ul style="list-style-type: none"> *Emerging Shot Selection WS, MS, CU *Focus is good *Some tripod use- camera is steady sometimes 	<ul style="list-style-type: none"> *Shot selection is good- WS, MS, CU, some HA, LA, PAN, TILT, TRUCK moves story along and interests viewer *Focus is good *Camera is steady or intentionally hand-held 	<ul style="list-style-type: none"> *Shot selection is creative, varied and interesting- WS, MS, CU, HA, LA, PAN, TILT, TRUCK Viewer is not aware of the camera as a tool.
AUDIO	<ul style="list-style-type: none"> *Little or no attention was paid to sound- NS, Music *No Mixing evident *Lack of sound is distracting 	<ul style="list-style-type: none"> *Some Evidence of sound- NS & Music *Mixing is evident but noticeable 	<ul style="list-style-type: none"> *Clear evidence of use of sound as an important element of video *Mixing is intentional but rough 	<ul style="list-style-type: none"> *Audio Mixing is smooth and intentional *Sound enhances story development
EDITING	<ul style="list-style-type: none"> *Jump Cuts *Flash frames *Continuity Errors *Lack of understanding or experience on editing software 	<ul style="list-style-type: none"> *Few editing errors *Emerging understanding of continuity *Evidence of editing software capabilities 	<ul style="list-style-type: none"> *No editing errors *Clear understanding of editing software and it's capabilities for story development 	<ul style="list-style-type: none"> *Editing is creative and interesting *Editing is an integrated element of the story development
STORY COMMUNICATION	<ul style="list-style-type: none"> *Evidence of a story or idea but with little development of Target Audience, Framework, Creative Concept *No evidence of Goals or Objectives- <i>Measurable Outcomes</i> *No progression is established 	<ul style="list-style-type: none"> *Emerging story idea and Target Audience *Some evidence of Framework, Creative Concept, Goals & Objectives *Story progression is not natural- parts don't make sense 	<ul style="list-style-type: none"> *Story is driven by it's Framework, Goals & Objectives and has evident Measurable Outcomes *Story is clear, it has a natural progression with a beginning, middle and end 	<ul style="list-style-type: none"> *Story is creative and interesting with a clear focus of Target Audience *Framework and Creative Concept function as elements that drive story development *Audience reactions define/reinforce the Goals and Objectives