

# San Leandro Creek Student Video Contest

## RUBRIC

|  | <b>POOR (1)</b>  | <b>FAIR (2)</b>   | <b>GOOD (3)</b>   | <b>EXCELLENT (4)</b>   |
|--|--|---|---|--|
| <b>Importance of San Leandro Creek Concept/Style</b> | The video is a disconnected series of scenes with no unifying story or information.                                | The video tells a story but the style and mood do not suit the content                                | The video tells a story and the style and mood suit the content   | The video tells a compelling story in a style and mood which are well suited to the content  |
| <b>Images</b>  | The video features "talking heads" with little or no action to add interest, OR the video uses action excessively. | The video includes some "talking heads" with some background and video effects.                       | Backgrounds and video effects add interest. Most of the scenes make the story clearer or give it more impact. | Motion scenes are planned and purposeful, adding impact to the story line. "Talking heads" scenes are used only when crucial to telling the story. |
| <b>Content</b>                                       | Sketchy coverage of topic  | Topic material presented with basic points covered  | Topic material presented with good insights.  | Topic material thoroughly and creatively explored with interesting, supporting information, interviews or unique point of view.                    |
| <b>Motion Picture Elements</b>                       | Shaky camera shots, poorly recorded audio or carelessly edited   | Edited material contains no shaky footage, audio is clear, and is edited without jumps or "glitches". | Good shot compositions, lighting, sound and accurate editing techniques.                                      | Shows excellent understanding of elements of medium including shot composition, sound recording, lighting and editing                              |
| <b>Total/Final Grade</b>                             |  |   |   |  |