

Football Highlight Video Rubric

	Minimal Performance (1-4 points)	Adequate Performance (5-8 points)	Exemplary Performance (9-10 points)	Score
Camera Handling (x1)	Serious problems with focus, steadiness, and framing are evident.	Most shots are clearly focused and framed, with adequate close-ups included. May include: Field of view, transitions, angle, camera moves, zoom lenses, vertigo effect, depth of field	Steady and creative shots that enhance the video are utilized, and excellent close-ups and angles are included.	
Camera Settings (x1)	Video may be unclear, dark, distorted, or washed out from poor aperture, ISO, WB, and/or shutter speed.	The video is clear, with consideration given to a good color, lighting, and WB. Poor Aperture or ISO may occasionally be a distraction.	The video is clear and recorded with great exposure, placement, and technique.	
Inclusion of Required Shots (X2 "1-20pts")	The video does not meet project goals, presents an unclear message, and/or is sloppy overall.	The video topic is presented with insights; the video adequately meets the objective.	The video is clearly focused, with a rich variety of supporting material.	x2
Shoot a minimum of one football game. Include shots of players other than game such as practice or locker room. Video includes 10 or more shots, is 1-2 minutes in length, and incorporates several instances of natural sound. Video includes effective and efficient use of two or more transitions. Video ends with team logo/theme at the end.				
Audio (x1)	The audio quality is poor, a result of use of the on-camera microphone for recording, poor levels making background music/dialogue difficult to hear or too loud.	The audio quality is clear, with appropriate levels, and reflects the correct use of microphones and audio techniques. Choice of Background music is appropriate for the video.	The audio quality is excellent, with use of additional audio clips/cues, and timing that enhances the video production.	
[Editing]Continuity & Pacing (Followed a theme, message/plot, beginning/middle/ending) (X2 "1-20pts")	The story sequencing is confusing; shots are too long or "clipped," with edit points appearing "glitchy." The work is unorganized and sloppy.	The pace and timing are well structured; clips move along and tell the story, with moderate use of transitions. The work provides an organized and logical presentation of essential issues. Background music/dialogue is adequately timed with the video.	Shots logically pace the story along in an interesting way, with an excellent and purposeful use of transitions. The work provides an exemplary use of cutting and placement principles to logically communicate important data.	x2
Use of Titles incorporated (x1)	A title is included at beginning or end, but not both	A title is included for the opening or ending of the video, but font and colors could be difficult to read and no extra effort to enhance look of text.	All needed titling included. Eye pleasing fonts colored to enhance the video were used.	
Creativity and originality (x1.5 "1-15pts")	There is little original thought or creativity in the design and production, resulting in what appears to be a simple piecing together of events.	The video concept reflects original thought and creative elements that are effectively expressed and highlighted.	Originality and creativity are at the forefront of the video, with thematic elements incorporated in a highly authentic way.	x1.5
Teamwork (x½ "1-5pts") (Coordinating with AVP3 to provide needed footage for Hype video)	Worked completely alone on project with no coordination and/or assistance with the Hype video.	Minimum communication and collaboration with AVP and other classmates to provide useful shots for the Hype video	Coordinated and contributed greatly to provide quality shots to help with the FB stadium hype video.	x½
Video Effects (Use After Effects to add addition effects to titles and/or video) (extra points)	Little to no effects are incorporated in the video.	Obvious effort was used to create a simple effect to enhance the video.	The quality of effects are excellent and clearly enhances the video in a professional way,	X-Creda
Total Score:				

Point Deductions

Video Duration: 1-2 minutes (-10pts) for over or under

File Named Correctly: 1A_courseyd_highlight.mp4 (-5 pts)

Correct Format: mp4 (-8pts)

Copyright violation: (-10 pts) for each occurrence

Text Readability, Spelling, Grammar (-2 pts) for each occurrence

Late submission: (-5 pts) for each A or B day of occurrence

Comments:

TIME _____

Total deduction- _____

Final Assignment Grade: _____/100

Football Highlight Video Documentation Rubric

	Minimal Performance (1-4 pts)	Adequate Performance (5-8 pts)	Exemplary Performance (9-10 pts)	Score
Neatness/Formatting (Completeness, formatting is neat, organization appearance, in order, looks professional)	Poorly done, sloppy, and out of order	Adequately done with a few formatting mistakes. Pages are stapled together.	Well done with no formatting mistakes and complete documentation.	
Title Page (Title, group #, Names, Date)	Missing, or title only is listed	1 to 2 required items missing.	All required information is listed and located correctly	
Table of Contents (Include TOC title, Pages, page #s)	Missing, or poorly done	1 to 2 pages not listed or out of order. Missing information	All page #s listed in correct order	
Purpose & Description (Purpose of video, Summary of video)	No change from the template, or little effort done.	Purpose & Description adequately describes the video with moderate changes from the template documentation.	Purpose & Description is well thought out and explained in the writer's own words.	
Shot List (Include Shot #, shot description, audio/dialog, and/or timecode)	Poorly done with only a few shots listed and/or a majority of information missing.	A majority of shots listed with some information missing.	All shots are listed with relevant information in detail.	
List of Equipment/Software (all members and cast listed with their part in video)	Page is missing or not changed from the template list	Missing 1 or more brands, software names. Some extra items from the template list are not deleted.	Every piece of software and equipment is accurately listed & extras from template deleted.	
References & Resources (List all audio/visual materials used and copyright) MLA or APA format	Page is missing or not much changed from the template list	All outside works cited or 1 missing, but extra items listed in template are not removed.	All images, sound effects, music and materials from outside sources used in the video cited and extra items from the template list are deleted.	
List of Cast & Crew (Coordinating with AVP3 to provide needed footage for Hype video)	Missing or no changed from the template	Attempted but incomplete or items from the template are not deleted.	All cast and crew are listed with their roles on the project.	
Plan of Work Log (List each class date and any addition time spent) (List time involved, team member responsible, Comments)	Missing or only 1 or 2 days listed	3 to 5 daily activities are listed with moderate detail.	6 or more daily activities are listed in full to moderate detail	
Self-Reflection Answer questions reflecting on this project.	Missing or not attempted.	Vague answers with little thought or reflection.	Detailed answers with moderate to exemplary reflection.	
Self-Evaluation Rubric Evaluate your video using the provided rubric	Missing or not attempted	Evaluation moderately reflects actual work, points not totaled or has errors.	Evaluation accurately reflects video and points totaled correctly.	
Total Score:				

Text Readability, Spelling, Grammar -5 points for each occurrence

Comments:

Points off _____

Final Video Documentation Grade: _____/100