

Name(s): \_\_\_\_\_ Period: \_\_\_\_\_ Date: \_\_\_\_\_

# Interview Video GRADE SHEET

Video Title: \_\_\_\_\_

|                                            | <b>Minimal Performance</b><br>(1-4 points)                                                                                                                                                                | <b>Adequate Performance</b><br>(5-8 points)                                                                                                                                           | <b>Exemplary Performance</b><br>(9-10 points)                                                                                                                                                                 | <b>Score</b> |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>Camera Handling/ Appearance</b><br>(X1) | Serious problems with focus, steadiness, and framing are evident. Background poorly relates to the interviewee and topic.                                                                                 | Most shots are clearly focused and framed, adequate background, with adequate close-ups included.                                                                                     | Steady and creative shots that enhance the video are utilized, background relevant to interviewee/topic and excellent close-ups are included.                                                                 |              |
| <b>Lighting</b><br>(X1)                    | The video reflects poor ambient lighting choices and/or the use of heavy back-lighting.                                                                                                                   | The video reflects adequate lighting on subjects and the proper use of lighting techniques.                                                                                           | The video reflects an excellent and creative use of lighting, which propels the story emotionally.                                                                                                            |              |
| <b>Audio</b><br>(X1)                       | The audio quality is poor, a result of primary use of the on-camera microphone for recording.                                                                                                             | The audio quality is clear, with good levels, and reflects the correct use of microphones and audio techniques.                                                                       | The audio quality is excellent, with use of additional audio clips/cues that enhance the video production such as background music.                                                                           |              |
| <b>Introduction</b><br>(X1)                | Minimally engages listener. Does not include an introduction or the job of the interviewee is vague and unclear. Interviewee is not identified. No production date or purpose of the speaker is provided. | Somewhat engaging, and provides a general introduction of the topic and person being interviewed. Alludes to who is speaking and purpose of the interviewee.                          | Catchy and clever introduction. Provides relevant information and establishes a clear purpose engaging the listener immediately. Tells who is speaking, and purpose of the interviewee.                       |              |
| <b>Questions &amp; Answers</b><br>(X1)     | Only yes-or-no questions are used. No follow-up questions are asked.                                                                                                                                      | Used open ended and follow-up questions appropriately. Adequate research done to form appropriate questions for interviewee.                                                          | Used open ended and follow-up questions that draw interesting and relevant information from the interviewee about topic.                                                                                      |              |
| <b>Interview Production</b><br>(X1)        | Interview is somewhat awkward or uneven and is difficult to follow. Conclusion is vaguely provided or none at all.                                                                                        | Interview is adequately run with a moderately effective give and take between questions and answers. Conclusion summarizes information.                                               | Interview is smoothly run with an effective give and take between questions and answers. Conclusion clearly summarizes key information.                                                                       |              |
| <b>B-Roll Video</b><br>(X1)                | One or none graphic images provide that vaguely supports the topic discussed in video.                                                                                                                    | A variety of B-Roll videos in logical presentation of topics discussed in video that was adequately planned and executed.                                                             | The work provides an exemplary use of a variety of B-Roll videos in logical presentation of topics discussed in video that was exceptionally planned and executed to communicate the speakers message.        |              |
| <b>Creativity and originality</b><br>(X1)  | 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 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.                                                                                  |              |
| <b>Use of Titles incorporated</b><br>(X1)  | A title is included at beginning or end, but not both                                                                                                                                                     | A title is included for the opening of the video and end credits but font and colors could be difficult to read and no extra effort to enhance look of text.                          | Both Opening Title & End Credits included. Eye pleasing fonts colored to enhance the video were used.                                                                                                         |              |
| <b>Use of Lower Third Titles</b><br>(X1)   | LT Title is used but may include misspellings or is missing Name or Title of interviewee. Font is difficult to read on video background.                                                                  | LT Title is adequately timed and placed with correct spellings of Interviewee name and title. Font and colors could be difficult to read and no extra effort to enhance look of text. | LT Title is creatively timed, easy to read, and placed with correct spellings of Interviewee name and title. Title is animated and colored in a productive and creative way as it transitions into the video. |              |
| <b>Total Score:</b>                        |                                                                                                                                                                                                           |                                                                                                                                                                                       |                                                                                                                                                                                                               |              |

## Point Deductions

### Video Duration

-0 pts

-10 pts

Needs to be 90 sec (min) or 5 min (max)

at or above 90s

for being over/under limit

TIME \_\_\_\_\_

Copyright violation – 10 pts for each occurrence:

Text Readability, Spelling, Grammar -2 point for each occurrence

Total deduction- \_\_\_\_\_

Late submission -5 point for each A or B day of occurrence

## Comments:

Final Video Production Grade: \_\_\_\_\_/100