

-ISM (N.) Group Members (all members participating in the project MUST be listed here):

-ISM your group examined: _____

The following scoring rubric will be used to evaluate the -ISM(N.) videos developed for this course. Discuss your video project with your group members. Then, based on your group's self-evaluation, please indicate a point score and place this score on the line preceding the point-range in which you believe your video should be placed. The course instructor will make the final determination after consulting with your group's self-evaluation.

_____ 0.0-0.9 (0-9 points): Video is incomplete, doesn't possess the minimum elements for a passing grade (see below), or is completed in such a way that it does not display professional-level commitment to quality work. The video is 0-40% original content (i.e., visuals and/or soundtrack).

_____ 1.0-1.9 (10-15 points): Video is minimally passing. All basic elements may be present, but the elements may not flow smoothly or are poorly executed. The topic of the video may not be appropriate or is discussed in a cursory or frivolous manner. The video is 40-60% original content (i.e., visuals and/or soundtrack).

_____ 2.0-2.9 (16-20 points): Video satisfies all basic requirements for this assignment, i.e., the video is 3-8 minutes long, discusses an "-ism" in such a way that the viewer learns something about the topic, and the production values of the video display general familiarity with the basic tenets of video production as described above. Few (no more than 3-4) technical glitches are apparent. Lighting and sound are of good quality (no more than 3-4 errors in lighting and sound). The group's "-ism" is treated in a respectful and earnest manner. The video is 60-80% original content (i.e., visuals and/or soundtrack).

_____ 3.0-3.5 (21-25 points): Video satisfies all basic requirements for this assignment, plus is executed with a high degree of precision, creativity, and scholarship. This higher degree of performance would include several of the following video planning or editing elements: The group hands in a completed storyboard and/or script at least one week *before* the video is due. Very few (no more than 1-2) technical glitches are apparent. Lighting and sound are of very good quality (no more than 1-2 errors in lighting and sound). The video includes an inserted sound track or second audio track. The video includes computer-generated graphics and/or titles. The video employs fades, wipes, or other sophisticated transition elements. The group's "-ism" is explored in an especially meaningful and scholarly manner. The video is 80-95% original content (i.e., visuals and/or soundtrack).

_____ 3.6-4.0 (26-30 points): Video satisfies all basic requirements for this assignment, plus is executed with a very high degree of precision, creativity, and scholarship. This highest degree of performance would include displayed proficiency in most of the following advanced video techniques: The group hands in a completed storyboard and/or script at least two weeks *before* the video is due. No technical glitches are apparent. Lighting and sound are executed with perfection. The video includes an inserted sound track or second audio track. The video includes computer-generated graphics and/or titles. The video employs fades, wipes, or other sophisticated transition elements. The group's "-ism" is explored in an especially meaningful and scholarly manner. The video is 95-100% original content (i.e., visuals and/or soundtrack).