**SEGMENT EVALUATION RUBRIC**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Level/Criteria*** | ***Advanced*** | ***Proficient*** | ***Basic*** | ***Below Basic*** |
| Generation of idea | Student can see the value of a story idea beyond the simplicity of a segment. Students can open up the story by investigating the back story, reverse research and webbing the story in order to excavate the fullness of a story | Student can see the value of a story idea and create a relevant and informative segment. Students explore the story by touching on reverse research and back story in order to explore other aspects of the story. | Student is able to produce a segment when given an idea or a story concept. Student requires assistance at the major steps of story development,  including organizing, interviewing and editing. | Student is unable to produce a segment without constant guidance and direction. |
| Storytelling  (Linear and non-linear) | Student utilizes the storytelling process including still photos, descriptive narration, milestone interviewing and reverse interviewing as well as back chasing and diversified placement and framing including flashback and cutaways for effect. | Student utilizes most elements of the storytelling process including still photos, descriptive narration, milestone interviewing, placement and framing including flashback and cutaways for effect. | Student utilizes the storytelling process including still photos, descriptive narration, milestone interviewing. | Student is able to utilize few storytelling techniques without prompting and does not understand the upper level elements of story telling exhibited at the proficient level. |
| Finalization and Packaging | Edited and finalized package includes smooth transitions that are both written as well as natural; editing that reflects the tone of the package; and titling that is dictated by the tone | Edited and finalized package includes smooth transitions that are written into the package; editing that reflects the tone of the package; and titling that is dictated by the tone | Edited and finalized package includes transitions, effect if applicable and titling but none are necessarily reflective of the tone | Edited and finalized packages are missing transitions or transitions are broken, titling is not consistent, editing does not support the tone nor is it consistent |

**YOUR EXPECTED**

**PERFORMANCE**

**LEVEL FOR FINAL EDITS**