



CONVERGENCE MEDIA BROADCAST RUBRIC

Student Names: _____

Date: _____ Package: _____

Category	Exemplary 17-20pts	Proficient 13-16pts	Partially Proficient 8-12 pts	Incomplete 0-7pts	Points Scored
Focus/ Objective	The video expressed clearly at the beginning the goal or objective of the report throughout the video.	The video expressed clearly the goal or objective of the report, but it was not apparent in the beginning or middle segments	The video expressed the goal or objective of the report, but it was not clearly stated or inferred	The video failed to express a goal or objective of the report and seems to lack a specific focus.	
Videography Techniques, Clarity & Interest	<p>Tripod was used, so video did not rock/shake and the focus was excellent throughout.</p> <p>Many different camera angles were used, and/or careful use of zoom provided variety in the video.</p> <p>Rule of thirds was correct throughout.</p>	<p>Tripod was mostly used, so video occasionally had slight movement. But the focus was consistent throughout. Some variation in camera angles, and/or careful use of zoom provided variety in the video.</p> <p>Rule of thirds was correct most of</p>	<p>Tripod was used at times, so the video was unstable or the focus was poor throughout.</p> <p>Few different camera angles, and/or careful use of zoom provided variety in the video. Shots had the same look.</p> <p>Rule of thirds was incorrect.</p>	<p>No tripod was used. Video was unsteady and moved while the focus was poor.</p> <p>Most shots taken from one camera angle, and the zoom was not well used.</p> <p>Rule of thirds was not used.</p>	
Audio	<p>The video's sound was sufficient, consistent and clear at all times.</p> <p>Proper microphone technique was used throughout.</p>	<p>The video's sound sometimes faded out or was too loud, and was only clear part of the time.</p> <p>Inconsistent. Microphone technique was mostly correct.</p>	<p>The video's sound was poor and not clear at all times.</p> <p>Microphone technique was not used or used incorrectly</p>	<p>The video's sound was insufficient and difficult to make out.</p> <p>No microphone was used.</p>	
Style, Organization	Video was well conceived and shows good organization and follows required editing sequence.	Video shows good organization and mostly follows required editing sequence.	Video was not well conceived or shows poor organization and does not follow required editing sequence.	Video did not follow directions or meet requirements.	
Resources	Video shows a variety of sources of information; Broll, interviews, graphics, NAT sound or music	The video shows the use of several sources of information.	The video shows very little variety in the sources of information.	The video looks as if only one source were used for information.	
Total Points					

