

Carry In - Every Student Has A Story Rubric

STORY

---Student Selection

_____ 8-10 Highly believable that the student was selected at random among **the entire** population of the student body. Story is honest and not fabricated or staged.

_____ 4-7 Some question that the student may not have been randomly selected **OR** the student appears to be selected at random, but from only a small portion of the student body.

_____ 0-3 There is no doubt that the student was not selected at random. Story does not play out as honest, and appears to be fabricated or staged.

Comments: _____

FOOTAGE

---B roll

_____ 5-6 A wide variety of shots and angles that contribute to the story. There is an emphasis on static shots; any moving shots are motivated/have a purpose. Shots are steady, and framed well – excess space is minimal. All shots are white balanced – there are not color correction issues.

_____ 3-4 Some attempts are made for different angles. Most shots are steady and well framed. B roll is average; not exemplary. Color correction issues may exist in a few places, but does not diminish the overall effect.

_____ 0-2 Shots are not steady. Many unmotivated moving shots may exist. Shots lack creativity and are framed poorly. Shots are not white balanced/contrasting colors detract from the overall effectiveness.

Comments: _____

---Soundbites

_____ 5-6 Framing is set up to include leadroom. Subjects are not looking directly at the camera, but instead, appear to be engaged in ‘conversation’ with the reporter. There is no excess space or unnecessary headroom. Backgrounds are carefully chosen and should strive to include depth. Shots are well lit and focused.

_____ 3-4 Subjects are set up correctly and include leadroom, but framing may be a bit loose, or includes excess space. Backgrounds are okay/relevant, but are flat/no attempts for depth. Some lighting and focus issues exist, but do not necessarily detract.

_____ 0-2 Any issues with improper subject setup, such as no, or reversed, leadroom. Backgrounds are not chosen well/irrelevant to package. Poor framing exists. Subjects are not lit well, or at all, and may be out of focus.

Comments: _____

AUDIO

---NAT sound (ambient noise)

_____ 5-6 NAT sound is present throughout the entire piece and does not compete with voiceovers or soundbites. NAT contributes to the story and is level throughout.

_____ 3-4 NAT exists, but may be absent in some places. NAT is basically level, but may compete with VO or SBs in some instances.

_____ 0-2 There is a total absence of NAT **OR** NAT may exist, but levels are poor; either far too loud or barely audible.

Comments: _____

---Soundbites

_____ 5-6 The subject is mic'd and audio is clear; NAT sound is not competing. Sound level is not overmodulated or too low.

_____ 3-4 The subject is mic'd. Sound is generally clear, but may be either too soft or too loud. NAT may compete, but not enough to distract the viewer.

_____ 0-2 The subject is not set up with a microphone – only NAT sound exists. **OR**, the levels are either too loud, or too soft, diminishing the desired effect.

Comments: _____

STORYTELLING

_____ 5-6 There are no holes or unanswered questions in the story of this randomly selected student. There is an emphasis on soundbites – QUALIFIED people telling the events of the story. The story transitions well. The reporter goes beyond the basics.

_____ 3-4 There is potential, but the reporter fails to go beyond the surface, beyond basic coverage of this student's 'story.'

_____ 0-2 Holes exist. The story is not well developed

Comments: _____

EDITING

--Cutting/Transitions

_____ 5-6 The piece is seamless. Shots flow and no video **OR** audio jump cuts are present. Any transitions used do not distract.

_____ 3-4 The piece is adequately pieced together, but is just not seamless. Some (audio or video) jumpcuts or glitches may be present, but they do not detract from the overall effectiveness of the piece.

_____ 0-2 Many gaps and jump cuts make this story difficult to follow/understand. The piece may contain many distracting/irrelevant transitions.

Comments: _____

--Pacing

_____ 5-6 Variety of pacing and changes fit the “mood” of the content. The piece is edited at a relatively quick pace; shots are not held too long, and there are no ‘talking heads.’ B roll is appropriately utilized, and all elements placed together contribute to the story.

_____ 3-4 Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the complete story.

_____ 0-2 Many video clips are too long or too short and leave out essential action or dialogue.

Comments: _____

GRAPHIC (NAME SUPERS)

_____ 5-6 Lower thirds are present and easy to read. All pertinent information is included (name and title), and they are an appropriate size and color.

_____ 3-4 Lower thirds are present, but information may be missing. Size and color may detract from the intent.

_____ 0-2 Absence or lack of lower thirds

Comments: _____

DEDUCTIONS:

_____ **5 points (total) if tape is not cued**

_____ **5 points (total) if tape is not labeled**

***Any use of copyright music results in immediate disqualification (unless written permission from the artist is provided).**

TOTAL POINTS: