

Man on the Street Rubric

NAMES : _____

CATEGORY	4	3	2	1	0	TOTAL
Pre Production: Theme/Message	The theme is carried throughout the piece. There is not only a strong beginning but closure as well. The intended message is apparent and well understood. Special attention to this year's convention theme is evident.	A cohesive theme does exist. The viewer may be left wanting more. The intended message is relatively clear but is not as powerful as it could be. Attention to this year's convention theme is evident	A cohesive theme does exist but is not through the entire piece. The viewer may be left wanting more or some confusion may exist. Attention is given to this year's convention theme.	There is little to no structure or theme to the piece. The message is unclear. Very little focus. The convention theme may be present.	There is no apparent structure, theme or message present. This year's convention theme is not present.	
Pre Production: Originality	This piece incorporates and utilizes a highly creative vehicle to carry the message. The topic is unique while remaining relevant to the intended audience.	This piece incorporates and utilizes a highly creative vehicle to carry the message. The topic is unique while remaining relevant to the intended audience.	The topic has been done before but it is presented in a somewhat new style.	The topic has been done before and the presentation is	There is little to no originality in the presentation.	
Pre Production: Script/Script Writing	There are no holes or unanswered questions. Emphasis on soundbites–QUALIFIED people telling the story. Voiceover is minimal, transitioning the story. Stand-ups are purposeful; bridging gaps in the story. Script draws the viewer in in immediately–either with a good bite or a compelling VO. There is a beginning, middle and end. Two column format.	The reporter adequately covers the event. Voiceover is factual. Stand-ups are factually accurate but may be a static shot. There is a beginning, middle and end. Two column format.	There is potential but the reporter fails to go beyond the surface, beyond basic coverage of this student's 'story'. The standup is a talking head. While the script and flow of the piece is clear, it may lack creativity/originality. Two column format.	The story is not well developed. Holes exist in the story. Important elements in the press release were ignored/ not addressed. The script is written so the story lacks focus. There is very little or no imagination/creativity. Two column format is not followed.	The facts presented are incorrect or fabricated. Staging is obvious on news scripts. The script is written entirely in passive voice/not broadcast style. Two column format is not present.	
Production: Talent–Presence	Dress is broadcast appropriate and demeanor is poised and confident. There is believability about this person's credibility in the field of journalism. Talent makes direct eye contact with camera while still referencing scripts in natural manner.	Dress is broadcast appropriate and demeanor is poised and confident. The talent is believable about this person's credibility in the field of journalism. Talent makes direct eye contact with camera.	Dress is formal, but may not be quite broadcast appropriate. There may be some moderate issues with confidence that affects the believability of this person's credibility in the field of journalism.	Dress is not broadcast appropriate. There are serious issues with confidence affecting the believability of this person's credibility.	Dress is not broadcast appropriate. Talent lacks confidence affecting the person's credibility.	
Production: Talent–Stand Up/ Bridge	On-camera reporter delivery is posed and confident. The information is relevant, and pertinent to the story. Reporter is interactive in standup and is not a talking head. The reporter does a "walk and talk". The location of relevant to the story.	On-camera reporter delivery is posed and confident. The information is relevant. Reporter is interactive in their standup and is not just a talking head. The location of relevant to the story.	On-camera reporter delivery is average. The information disseminated may not be completely relevant, or may disrupt the flow of the piece.	On-camera reporter delivery is poor. The location of the standup is awkward.	Standup distracts from the overall piece. Standup is not present and there was a clear need for a standup.	

Man on the Street Rubric cont.

<p>Production: Video-B-Roll</p>	<p>A variety of creative angles are used. Framing techniques are utilized. Different focus techniques (rack, selective) are used. Shots and angles contribute to the story. Tripod is used.. All shots are white balanced- Different shooting locations were utilized. Appropriate cutaways.</p>	<p>A variety of angles are used. Framing techniques are utilized. Shots and angles contribute to the story. Tripod is used. All shots are white balanced- there are no color correction issues.</p>	<p>Some attempts for creative angles/shots are made. There is an adequate amount of good footage. Most shots are steady and well framed. Color correction issues may exist. Lack of cutaways.</p>	<p>Footage is very basic. Shots are straight on Shots are not steady. Shots lack creativity and are framed poorly. Shots are not white balanced.</p>	<p>Tripod is not used. Many unmotivated moving shots. No establishing shots. Shots lack creativity and are framed poorly. Shots are not white balanced. No cutaways.</p>	
<p>Production: Video-Interview</p>	<p>Framing is set up to include leadroom. Subjects are not looking directly at the camera, but are engaged in "conversation" with the reporter. Shots are well lit and perfectly focused.</p>	<p>Framing is set up to include leadroom. Subjects are not looking directly at the camera. There is some excess space or headroom. Subject is well lit and in focus.</p>	<p>Subjects are set up correctly and include leadroom, but framing may be loose. Backgrounds are acceptable but are flat. Some lighting and focus issues exist.</p>	<p>No leadroom. Backgrounds are irrelevant to package. Poor framing exists. Subjects are not lit well, and are out of focus.</p>	<p>No leadroom. Subject is a profile shot. Backgrounds distract from interview. Poor framing. Subjects are not lit well, and may be out of focus.</p>	
<p>Production: Audio-Interview</p>	<p>The subject is mic'd and audio is clear; NAT sound is not competing. Sound level is not over modulated or peaking.</p>	<p>The subject is mic'd and audio is clear; NAT sound is not competing. Sound level is not over modulated or peaking.</p>	<p>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.</p>	<p>No Mic, only NAT sound exists. OR, the levels are either too loud, or too soft, diminishing the desired effect.</p>	<p>Sound is unusable.</p>	
<p>Post Production Editing/Creativity</p>	<p>The piece is seamless. Shots flow and no video or audio jump cuts. The editor presents the shots in a unique way, telling the story. Video filters/transitions create a personal feel. If templates are used, they are modified to make them personal.</p>	<p>The editor presents the shots in a unique way - according to the synopsis, telling the story of the scene - but with tasteful creative flair. Purposeful effects are used. If templates are used, they are modified</p>	<p>The scene is pieced together accurately, following basic editing guidelines. Very little creative deviation is attempted. Special effects may have been added, but with very little purpose.</p>	<p>The scene is adequately pieced together with no attempts made for creative deviation. If templates are used, they are not modified to make them personal.</p>	<p>There is no creativity in editing. Templates are used unaltered.</p>	
<p>Post Production Graphics/Supers</p>	<p>Lower thirds are present and easy to read. All pertinent information is included (name and title), appropriate size and color.</p>	<p>Lower thirds are present. All pertinent information is included (name and title).</p>	<p>Lower thirds are present, but information may be missing. Size and color may detract from the intent.</p>	<p>Lack of lower thirds or they were so obtrusive they distracted from the story.</p>	<p>No lower thirds were utilized.</p>	

Total Points: _____

Comments/Feedback: