

Digital Video Production

| AREA | None | Some | Mastery |
|---|---|--|--|
| Production Planning Does the project show evidence of advance planning and organization to accomplish a specified goal or effect? | No evidence of planning and organization to accomplish the goals of the final project. | Some evidence of planning and organization to accomplish the goals of the project. | Clear evidence of planning and organization to accomplish the goals of the final project. |
| Documentation Were permissions for any non-student produced content obtained and documented? | No required permissions obtained.. | Some required permissions obtained, but not all. | ALL required permissions obtained OR no permissions needed. |
| Editing Does the project show evidence of skilled use of editing techniques? | Audio and video transitions were choppy, effects were either missing or excessive, sound was cut off and/or inconsistent. | Audio and video transitions were smooth, appropriate, and consistent most of the time. | Audio and video are characterized by smooth transitions that enhanced the presentation, audio segments of consistent quality that are properly synchronized with the video segments. |
| Use of Media Resources Where used, were all music, text, voice-over, pictures, or video relevant and effective? | Most media, if used, was NOT effective or relevant to the purpose of the project. | Most media, if used, was effective and relevant to the purpose of the project. | All media was relevant to the purpose of the project and, when present, use of media resources was effective. |
| Presentation Does the student demonstrate a solid understanding of all aspects of the production process? | Student has difficulty clearly discussing the use of the software and hardware to accomplish the goals of the project. | Student can discuss some aspects of the use of software and hardware to accomplish the goals of the project. | Student can clearly discuss the use of software and hardware to accomplish the goals of the project. |
| Comments: | | | |