

## **Assignment Grading**

This course is project intensive. You will shoot multiple video assignments. Your submissions in response to the assignments will be judged subjectively by the instructor on creativity, craftsmanship, originality of contribution, organization, communicative value, quality of content and uniqueness of vision, as well as technical aspects such as use of the camera, lighting and video editing.

For many of you this will be the first time that you have shot and edited videos, but know that grades assigned in this class are based on a professional standard. I will evaluate your work based on its suitability for publication.

At the start, your videos will likely be weak in technique, composition and/or editing style. I will take this into account when reviewing your assignments, but the standard will continue to be raised as you get more exposure to storytelling and photographic and editing techniques. Your grades will also be based on consistent effort, improvement and growth.

## **Grading Criteria**

### **Excellent (A):**

Professional quality work. Video is well-framed, steady, properly focused and exposed with proper color and white balance. The video involves the viewer with drama, humor or pictorial beauty. There are clear distinctions between objects/subjects in the foreground, middle ground and background and the composition is balanced and follows the Rule of Thirds. The video adheres to sequencing principles and is free of jump cuts and/or flash frames. The audio, both NAT sound and interviews, is clear and consistent and free of ambient interference. Audio is synched up with the video or subject. Stories contain all of the above elements and showcase the interview subjects and are shot and edited creatively, are well-paced and include soundbites and NATS that add flavor, opinion, color or emotion to the story. The story follows a distinct narrative arc and leaves no questions unanswered and explores all possible angles. An "A" story would air on a professional station or in a professional environment, with minimal, if any, changes.

All relevant instructions for the assignment are followed correctly and the story is uploaded properly and on time.

### **Good (B):**

Competent, functional story-telling and/or videography. Stories or videos that are accurate and comprehensive but require more than minor editing, and have a style and/or spelling error, and need improved clarity or focus in the way the story is told. There may be minor flaws in the composition of some shots or in the editing, including audio that is not modulated correctly, shots that lack creativity or variety, or shots that are shaky or slightly out of focus. Essentially, it's an A story but for one or two mistakes.

All relevant instructions for the assignment are followed correctly and the story is uploaded properly and on time.

### **Acceptable (C):**

Average, run-of-the-mill image making. These videos or stories are publishable but undistinguished. Videos and/or stories that require more than minor editing, have more than one style or spelling error, and need improved clarity or focus. There may be minor flaws in the composition of some shots or in the editing, including audio that is not modulated correctly, shots that lack creativity or variety, or shots that are shaky, not properly exposed or white balanced and/or grossly out of focus. Shot sequence and pacing is lacking.

Not all relevant instructions for the assignment are followed correctly and/or the story is not uploaded properly, but is uploaded on time.

**Marginal (D):**

Work that is unpublishable. These stories or videos lack accuracy, clarity, focus and just skim the surface. The camera work is unsatisfactory, lacks creativity and variety, and/or the editing is sloppy (multiple jump cuts, flash frames, poor sequencing technique). These stories have multiple shots that are grossly out of focus and/or shaky, the audio is not modulated correctly or synched, the white balance is incorrect, the exposure is poor and the shot composition is poor.

Not all relevant instructions for the assignment are followed correctly and/or the story is not uploaded properly, but is uploaded on time.

**Unacceptable (F):**

Unpublishable and unprofessional. Weakness in journalistic thinking, photographic and editing technique. These stories may have one or more of the following flaws: plagiarizing a script, staging video, using video shot by someone else without attribution, telling interview subjects what to say, distorting video, and/or promising, paying or giving someone something in exchange for doing an interview, either on or off camera.

Not all relevant instructions for the assignment are followed correctly and/or the story is not uploaded properly. The story is not uploaded by the deadline, which can result in assignment receiving a grade of zero.