



VTV NEWS PACKAGE SCORING RUBRIC

Grade:

Point Totals 100 Penalties 0

Total Points _____

Made Deadline: _____ Running Time _____

STRUCTURE & WRITING:

2	(2 pt) Anchor lead/context (details, vo, graphics)
2	(2 pt) Reporter lead with Context
2	(2 pt) Anchor tag with useful content
2	(2 pt) Correct Spelling/Grammar
2	(2 pt) Correct format & commands
1	(1 pt) No questions left unanswered (5 W's & H)
1	(1 pt) Evidence of pre-planning/research
2	(2 pt) Dialectical structure (contrast & resolution)
2	(2 pt) Credible Interview w/official & Person
2	(2 pt) Appropriate information in close (Does a conclusion exist)

Total: **18** out of 18

VIDEO PRODUCTION

2	(2 pt) Color-balanced throughout
2	(2 pt) No hot spots or underexposure
2	(2 pt) Proper Lighting, no obtrusive lighting shadows
2	(2 pt) No soft focus
2	(2 pt) No stick microphones evident

AUDIO PRODUCTION

2	(2 pt) No buzz
2	(2 pt) Proper levels throughout
2	(2 pt) Clean nat sound (not mushy)
2	(2 pt) Creative nat sound (crickets, wind, etc.)
2	(2 pt) Consistent use of left and right channel

Total: **10** out of 10

EDITING TECHNIQUE

2	(2 pt) Visual beginning
2	(2 pt) Nat sound beginning
2	(2 pt) All clean edits/no flash frames
2	(2 pt) No jump cuts
2	(2 pt) No Flash Frames
2	(2 pt) No unnecessary pans or zooms included
2	(2 pt) Effective storytelling (Beginning, middle, end)
2	(2 pt) Proper axis line followed
2	(2 pt) Static shots of minimum length
2	(2 pt) Narration or SOT overlaps visual cut (insert edit)
2	(2 pt) No back to back mediums, wides, etc.

2	(2 pt) Interviews properly framed/composed
2	(2 pt) No unnecessary absence of tripod
2	(2 pt) All shots steady
2	(2 pt) Shots level and properly framed
2	(2 pt) No unnecessary pans or zooms
2	(2 pt) Camera close enough to subject/action
2	(2 pt) Creative attempt (lighting, angles, height, etc.)
2	(2 pt) Effective establish shot
2	(2 pt) Effective close up
2	(2 pt) Effectively shot sequence(s)
1	(1 pt) Field use of macro (documents, newspapers, etc.)

Total: **31** **out of 31**

Comments:

2	(2 pt) Appropriate establishing shot chosen
2	(2 pt) Effective pre-production plan for Effects usage
2	(2 pt) Video cut to narration (a-v linkage)
1	(1 pt) Appropriate nat SOT bridge(s) (1pt each)
2	(2 pt) Effective nat SOT/narration mix

Total: **31** **out of 31**

PRODUCTION/AIR QUALITY

	5	(5 pts) No unairable material
	2	(2 pts) Seeks advice
	3	(2 pts) Appropriate Length

Total: **10** **out of 10**

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