

## PAHS-TV // Spot Feature Rubric

|                      |  |
|----------------------|--|
| <b>Segment Title</b> |  |
| <b>Reporter</b>      |  |
| <b>Videographer</b>  |  |

### Package Checklist

- 5 seconds of black at the beginning
- 5 seconds of black at the ending
- Audio levels are CONSISTENT throughout (-6 to -12 dB)
- NAT Sound and/or music is 25% below VO and soundbytes

### Lower Thirds

| FULL NAME | POSITION/TITLE |
|-----------|----------------|
|           |                |
|           |                |
|           |                |
|           |                |

### Rubric

|   | POSS      | SCORE |
|---|-----------|-------|
| <b>REPORTER</b>                                       |           |       |
| Pre-Production: Complete Planning Sheet               | 10        |       |
| Pre-Production: Planning Sheet On-time (1st Fri)      | 10        |       |
| On-Camera Performance and Interviews                  | 10        |       |
| Clear, Well-paced, VO and Stand Up                    | 10        |       |
| Musical Score (No Copyrighted Music) and/or NAT Sound | 10        |       |
| <b>TOTAL</b>  | <b>50</b> |       |

| <b>VIDEOGRAPHER</b>                                    |           |  |
|--|-----------|--|
| Pre-Production: Complete Planning Sheet                | 10        |  |
| Pre-Production: Planning Sheet On-time (1st Fri)       | 10        |  |
| Steady Video (no shaky shots, no zoom, smooth panning) | 10        |  |
| Shot Composition (headroom, rule of thirds, 180° rule) | 10        |  |
| Audio Quality (no clicks, buzzes, pops)                | 10        |  |
| <b>TOTAL</b>   | <b>50</b> |  |

| <b>STORY // EDITING</b>  |            |  |
|--|------------|--|
| On-time (3rd Wed) <b>ZERO if not finished start of class Friday</b>        | 10         |  |
| Overall Quality (Does it look professional? Is it interesting?)            | 5          |  |
| Time (1:30 - 2:00)   | 5          |  |
| Consistent Audio Levels (Is the volume the same throughout?)               | 5          |  |
| Say It, Show It (Does b-roll match soundbytes/voice over?)                 | 5          |  |
| Story draws the viewer in immediately (Compelling opening VO or soundbyte) | 5          |  |
| Story has a beginning, middle, and an end                                  | 5          |  |
| Story has a golden nugget, twist, comes full circle                        | 5          |  |
| Segment Appeared in Episode  | 5          |  |
| <b>TOTAL</b>   | <b>50</b>  |  |
| <b>REPORTER TOTAL</b>  | <b>100</b> |  |
| <b>VIDEOGRAPHER TOTAL</b>  | <b>100</b> |  |