

- [Thinking](#)
- [Communication 1](#)
- [Communication 2](#)
- [Application](#)

Thinking

Synopsis or Sequence of Events

- Write the sequence of events of your production and in the order in which they occur, including the ending.
- No dialogue or shot information is necessary at this point; just relevant plot details.

Synopsis/Sequence of Events	Level One	Level Two	Level Three	Level Four
Clear, detailed, easy to understand; Meaningful plot * development; Proper sentences and grammar employed	10 11	12 13	14 15	16 18 20

* Plot follows the story telling format.

Communication 1

Script

- Follow the proper script format. (Refer to the example in the project description)
 - The script must be word processed.
 - Use proper scene titles, followed by the scene description.
 - Write the characters name, followed by colon, followed by the dialogue.
 - Dialogue is single spaced; double space between character's dialogue.
 - Action descriptions are put into parentheses or italicized

Script	Level One	Level Two	Level Three	Level Four
Script format consistently and accurately applied; Scene descriptions * are thorough; Script is consistently clear and easily understood; Dialogue and action descriptions develops into a meaningful plot	10 11	12 13	14 15	16 18 20

* Scene descriptions adequately describe the location and what will take place in that scene.

Names: _____

Communication 2

Please initial your video frames and video descriptions as individual marks will be awarded.

Storyboard - Video Frame

Storyboard - Video Frame	Level One	Level Two	Level Three	Level Four
Clearly drawn using volume characters *; Characters are properly placed within the video frame**; Composition appropriately chosen***; All sequences are properly broken down into their respective shots; Pencil used	10 11	12 13	14 15	16 18 20

* Volume characters mean no stick people!

** Rule of thirds are used as a guideline when placing characters within the video frame. This includes proper head room and proper nose room.

*** Extreme long shots for establishing shots; medium shots or closer for conversations; extreme close-ups for intimacy or intensity.

Storyboard - Video Description

Storyboard - Video Description	Level One	Level Two	Level Three	Level Four
All shot information is clear; All shot information is included *; Description consistently coincides with the video frame; All sequences are properly broken down into their respective shots;	10 11	12 13	14 15	16 18 20

* Camera compositions are labelled (LS, MS, CU, etc.); describe the camera angle *and* camera movement for each shot; all the dialogue of the script is included (who says what); and describe what takes place in the shot (who does what).

Names: _____

Application

Concept and its effectiveness

Concept and its effectiveness	Level One	Level Two	Level Three	Level Four
Concept is original; Elicits a strong response from the viewer *	10 11	12 13	14 15	16 18 20

* The effect of a video production can do one of two things: it elicits an emotional response from the viewer, or it causes the viewer to think, or it does a combination of the two.

Proper camera handling

- Still shots: the background of still shots must be absolutely still, as evidenced by using a tripod.
- Pan shots and tilt shots are decisive: they have a definite beginning and end; the subject does not leave the frame; there is more space in front of the subject than behind him/her.
- Dolly shots move consistently toward subject to make it feel like one is approaching.

Proper camera handling	Level One	Level Two	Level Three	Level Four
Proper camera handling techniques are consistently employed; Camera movements are judiciously chosen	5	6	7	8 9 10

Composition

Composition	Level One	Level Two	Level Three	Level Four
Subject properly composed within the video frame throughout the production *; Proper field of view consistently used **; Proper camera angle consistently chosen *** Conversations properly composed ****	5	6	7	8 9 10

* Proper amount of headroom and lead room; horizon line is always level

** ELS for establishing shots; MS or closer for conversations; ECU for intimacy or intensity

*** Below eye level to show dominance, at eye level to show normalcy, above eye level to show subordination

**** Conversations use the three-quarters head position

Editing, Sequencing and Continuity

Editing, Sequencing and Continuity	Level One	Level Two	Level Three	Level Four
Logical progression of shots; Pace keeps viewer's attention throughout production *; Shots are appropriate in length **; Conversations happen in real time ***	10 11	12 13	14 15	16 18 20

* The pace is the frequent change of shots which occur.

** As a rule of thumb, shots should be no longer than 7 seconds, unless for a good reason; the shot length doesn't "feel" too long, or too short.

*** No words are cut off, no unusual pauses.

Use of cutaways

Use cutaway shots to improve the overall production quality of your video..Cutaway shots provide extra information for the viewer. The viewer is given privileged information that the other characters in the productions doesn't necessarily know. For example, in a poker game, a cutaway shot to a player's hand will show how well he or she is doing. The timing of the cutaway coincides with the action that precedes and follows.

Use of cutaways	Level One	Level Two	Level Three	Level Four
Cutaway shots are used abundantly; Cutaway shots are edited in real time *	10 11	12 13	14 15	16 18 20

* Cutaways feel like they are occurring in real time, specifically, each shot doesn't feel too long or too short.

Audio and Soundtrack

The use of audio is very important with regards to enhancing the overall mood of the final production. Using soundtracks and controlling it's levels is a very important part of this process. In some cases, using sound effects can help the overall feel of the production.

Audio and Soundtrack	Level One	Level Two	Level Three	Level Four
Soundtracks judiciously chosen to consistently enhance the overall mood of the scenes throughout the production; Audio levels consistently controlled throughout the production	10 11	12 13	14 15	16 18 20

Technical Others

- 2 1 0 - title superimposed over the video at the beginning
- 2 1 0 - title fades in and out
- 2 1 0 - watermark logo appears throughout the production
- 2 1 0 - rolling credits at the end on the left of the frame
- 2 1 0 - bloopers, resized, and to the right