

Criteria	Exemplary	Proficient	Partially Proficient	Incomplete	Score
Intro Clip	The intro is compelling and provides motivating content that hooks the viewer from the beginning of the video and keeps the audience's attention. Concise but explains the topic. Points 10	The introduction is clear and coherent and evokes interest in the topic Points 7	The introduction does not create a strong sense of what is to follow Points 5	The introduction does not orient the audience to what will follow Points 0	/10
B-Roll	B-roll is used to supplementally tell the story and is inserted as a cutaway scene Points 15	B-roll is used as a cutaway but doesn't help tell the story Points 10	B-roll is used incorrectly Points 5	No b-roll in the video Points 5	/15
Video Composition	Video is framed in a way that captures and holds the viewers attention. Points 15	Video is framed well but some distractions occur. Points 10	Video is poorly framed. Points 5	Video is poorly framed with excessive camera movement Points 0	/15
Audio Quality	Audio is clear and effectively assists in communicating the main idea. Background audio is kept in balance. Points 25	The audio is clear and assists in communicating the main idea. Background audio is unbalanced. Points 15	The audio is inconsistent in clarity (too loud/too soft/garbled) and background audio is unbalanced or overpowers main audio Points 5	The audio is not edited or inconsistent Points 0	/25
Story Composition	The video is edited with high quality shots, video moves smoothly from scene to scene. A variety of transitions are used to assist in communicating the main idea and smooth flow from one scene to the next. Shots and scenes flow seamlessly together. Digital effects are used appropriately for emphasis Points 30	The video is edited throughout with only quality video. A variety of transitions are used. Good pacing and timing. Points 20	The video is edited in a few spots. Several poor shots remain. Transitions from shot to shot are choppy and the types of wipes and fades selected are not always appropriate for the scene. There are many unnatural breaks. Points 10	The videos unedited and many poor shots remain. No transitions between scenes are used. Overall video is raw. Points 0	/30
Transitions	Transitions are smooth, planned and purposeful. Digital enhancements make sense and add impact to the story line, interview scenes are used when crucial to telling the story, video clips show no "slack time" Points 15	Transitions are somewhat smooth and planned out, not very purposeful. Digital enhancements occur but don't add impact to the story line, interview scenes are misplaced, most of the video is edited with little "slack time" between scenes Points 10	Transitions are not smooth and planned out, digital enhancements occur but don't add impact to the story line, interview scenes don't make sense, "slack time" occurs between scenes Points 5	The video doesn't have transitions, digital enhancements or interviews Points 0	/15
Lighting	All scenes have sufficient lighting Points 15	Few scenes are involved where lighting is insufficient Points 10	Some scenes are too dark or too light to see what is occurring Points 5	Most scenes are too dark or too light to see what is occurring Points 0	/15

	Points 15	Points 10	Points 5	Points 0	
Camera Techniques	All shots are clearly focused and well framed. The camera is steady with few pans and zooms. Close ups are only used to focus attention Points 15	Most shots are clearly focused and well framed Points 10	Some shots are unfocused or poorly framed Points 5	Most shots are out of focus and poorly framed. Excessive panning and zooming (distracts viewer) Points 0	/15
Outro	A clear wrap up synopsis of the overall video, why and why not of the story are answered Points 10	A wrap up occurs but isn't quite clear, why and why not aren't answered Points 7	The wrap up is unclear and no why or why not Points 5	No wrap up occurs Points 0	/10

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Musts- Uphold sportsmanship, ethical hunting, cervicide brand outreach, safety, follow state conservation laws,