

ENG Rubric

Name _____

Topic _____

/ 50

	5	4	3	2	1
Reporting (Lead-in statement; voice overs; use of microphones)	The research and information is always presented appropriately. It is very obvious that a script format is followed w/ appropriate lead in statement. The reporter's on-camera appearance is always professional with the use of microphone.	The research and information is usually presented appropriately. A script format has somewhat been followed. The reporter's on-camera appearance is usually professional.	An attempt has been made so that the research and information is presented appropriately. An attempt has been made to follow a script format. The reporter's on-camera appearance is somewhat professional.	The research and information is not presented appropriately. It is very obvious that a script format has not been followed. The reporter's on-camera appearance is always professional.	Incomplete
Videography (Rule of thirds; steady camera work; use of tripod; lighting; appropriate B-Roll)	The shot composition, use of camera angles (rule of thirds), and microphone sound is consistently excellent. The necessary activities and events are all videotaped. Inclusion of appropriate B-Roll.	The shot composition, use of camera angles, and microphone sound is good. The necessary activities and events are all videotaped. Inclusion of most of the appropriate B-Roll.	An attempt has been made so that the shot composition, use of camera angles, and microphone sound is good quality. Some of the necessary activities and events are videotaped. Inclusion of some of the appropriate B-Roll.	The shot composition, use of camera angles, and microphone sound is very poor. None of the necessary activities and events are videotaped. None of the B-Roll is appropriate.	Incomplete
Editing (Rule of Threes; Pacing; use of "talking heads with titles and graphics)	The report follows ENG format through the whole video. (Rule of threes) The use of sound bites is always appropriate. The editing continuity, use of graphics and titles and length is successfully achieved.	The report follows ENG format through most of the video. The use of sound bites is usually appropriate. The editing continuity, use of graphics and titles and length is for the most part successfully achieved.	The report follows ENG format through some of the video. The use of sound bites is somewhat appropriate. The editing continuity, use of graphics and titles and length is somewhat achieved.	The report does not follow ENG format. The use of sound bites is never appropriate. The editing continuity, use of graphics and titles and length is not achieved.	Incomplete
Content (Appropriate content; interviews and B-Roll pertains to lead in statement; targets all ages)	The topic is very appropriate. The report has audience appeal to the whole population. It is very informative. There are numerous appropriate uses of comments and opinions from different age categories giving it credibility.	The topic is appropriate. The report has audience appeal to most of the population. It is informative. There are a number appropriate uses of comments and opinions from different age categories giving it credibility.	The topic is somewhat appropriate. The report has audience appeal to a narrow portion of the population. It is somewhat informative. There is an attempt to use appropriate comments and opinions from different age categories giving it credibility.	The topic is not appropriate. The report has audience appeal to one portion of the population. It is not informative. There is no use of comments and opinions from different age categories giving it credibility.	Incomplete