

CCA-TV 20-Second Scoring Rubric

20-sec	Video/Audio Quality	Editing & Pacing	Story Clarity	Creativity	
100%	20	Video & audio are cleanly recorded (including composition, lighting, levels, etc.) • All elements make a positive contribution to the final product • Reflects high level understanding of equipment and preparation • No distractions or gratuitous use of effects	Smooth edits • Good energy/pacing and stays interesting • Uses only best video/audio • All elements make a positive contribution to the final product • No distractions (e.g. unplanned jump cuts, flash frames, etc.) or gratuitous use of effects	Message is insightful, accurate, and memorable • Highlights most relevant info/people • Appropriate handling of subject matter • Broadly explores topic and reflects in-depth critical thinking, organization, and storytelling skills	Innovative, unique, compelling • Demonstrates willingness to try new approach and avoids overused techniques • Ample material gathered and contains variety (e.g. interviews, shot selection, etc.) • Creative attention to all production and post-production elements
90%	18	Recording is mostly clean, only minor tech issues that do not distract from overall effectiveness	Plays smoothly from start to finish • Only minor editing issues that do not distract from overall effectiveness	Has a clear goal related to a significant topic • Useful to an audience beyond the students who created it	Project is balanced, attractive, and easy-to-follow • Uses original student work, blends existing media in a new and interesting way, and/or uses best available media • Adequate video gathered, but may lack variety
80%	16	Some noticeable tech problems that are unpredictable and/or distract from the production at times	Noticeable editing problems that are unpredictable and/or distract from the production at times • Energy/pacing is appropriate but may not be fully consistent • May not meet time requirements	Information is organized, accurate, and appropriate, but may be somewhat simplistic or struggle to fully connect	Maintains focus but may not be compelling or consistently hold audience attention • Relies on overused techniques or approach • Creative elements may not be executed to the fullest
70%	14	Major technical problems that interfere with the viewer's ability to see, hear, or understand content	Major editing problems that interfere with the viewer's ability to see, hear, or understand content • Low energy/pacing that may not match topic or meet time requirements	There is organizational structure, though it may not be carried through consistently • May contain minor factual errors • Tone may not be completely appropriate for topic	Has focus but may stray from it • May contain some creative aspects but they tend to distract rather than enhance the project's message • Not enough material gathered
60%	12	Major technical issues throughout • Reflects lack of preparation, problem solving, or understanding of equipment	Major editing problems throughout • Project seems haphazard, hurried, or unfinished • Reflects lack of preparation, problem solving, or understanding of editing software	Message is confusing or incomplete • Contains significant factual errors, misconceptions, or misunderstandings • Not enough material gathered	Doesn't have focus • Creative aspects are distracting and/or reflect poor planning
	/ 20	/ 20	/ 20	/ 20	

20-second

Production Steps _____ / 20

Rubric Score _____ / 80

TOTAL SCORE _____ / 100