

## CCA-TV Spotlight Scoring Rubric

Spotlight	Video/Audio Quality	Editing & Pacing	Story Clarity	Creativity	
<b>100%</b>	<b>20</b>	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 • Meets time requirement	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
<b>90%</b>	<b>18</b>	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 • Meets time requirement	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 and/or blends existing media in a new and interesting way • Adequate video gathered, but may lack variety
<b>80%</b>	<b>16</b>	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 requirement	Information is organized, accurate, and appropriate, but may be somewhat simplistic	Maintains focus but may not be compelling or consistently hold audience attention • Creative elements may not be executed to the fullest
<b>70%</b>	<b>14</b>	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 requirement	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
<b>60%</b>	<b>12</b>	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	

### Spotlight

Production Steps \_\_\_\_\_ / 20

Rubric Score \_\_\_\_\_ / 80

**TOTAL SCORE** \_\_\_\_\_ / 100