

CHSTV (MODIFIED) CHAPMAN UNIVERSITY STYLE VIDEO ESSAY

SCORING RUBRIC

Assignment: Create a self-introductory video essay no more than two minutes in length. Your video should visually highlight something about yourself, your personality, your interests, etc. that may be related to broadcasting and film, but could also highlight other areas of interest. **In light of the Coronavirus Physical Distancing guidelines, this year you may appear on camera and of course you may use your own voice. In fact, this year's Chapman Video Essay is somewhat autobiographical. It is a cinematic story about you (and your family, if you wish) as you adjust to the 8+-week "lockdown" in Carlsbad, California and across the world.**

SCORE	STORY	SHOT COMPOSITION	EDITING	AUDIO
5	Video tells a clear story (your story). Video demonstrates your strengths at conveying a story visually with an emphasis on creativity. Your interests and passion(s) are shown clearly in the video essay. You focus on an ASPECT of yourself. A personality trait or an interest.	Shots composed to reinforce meaning. Wide variety to maximize audience engagement. Consistent use of B-roll for meaning.	Clean edits that do not distract from the story and keep the storyline moving with natural (cinematic) pace. Creative editing and transitioning between shots is seamless and without distraction.	Clean audio w/ use of nat sound. Audio is interwoven so that the audio track transitions are seamless.
3	Video tells a clear story. Video shows your strengths at conveying a story visually and demonstrates some creativity. Your video features a less developed focus in a personality trait or an interest.	Shots & B-roll composed for meaning. Some variety.	Some errors in edits that slightly distract from the story.	Clean Audio W/ No use of Nat Sound
1	Limited evidence of visual storytelling with limited creativity and focus on an aspect of yourself.	Consistent shots w/ some B-roll	Several errors that distract from the storyline	Some Noise problems (hiss, background audio). No Nat Sound
0	No evidence of story.	Little evidence of shot composition.	Many errors make the piece difficult to follow.	Audio is distracting.

"MY BEST STORY THAT I WROTE AND REPORTED IN" CHSTV APPLICATION VIDEO.

SCORING RUBRIC

Assignment: SHARE A FEATURE, BREAKING NEWS OR INVESTIGATIVE STORY THAT YOU PRODUCED FOR YOUR BROADCAST THAT YOU FEEL IS AN EXAMPLE OF YOUR BEST WORK. WE WOULD LIKE TO SEE A STORY WHERE YOU WERE THE PRIMARY WRITER AND REPORTER. THIS STORY SHOULD BE AN EXAMPLE OF YOUR BEST WORK AND IT WILL ALSO BE JUDGED FOR TECHNICAL ACCOMPLISHMENT. TYPICAL LENGTH WILL BE 1:10 TO 1:20, BUT LONGER STORIES ARE OK IF THEY REMAIN COMPELLING.

SCORE	WRITING	REPORTING		SOUND BITES	SHOT COMPOSITION	EDITING	AUDIO
5	Writing style includes short sentences, present tense, conversational, clear	Contains all the necessary information and possibly provides a new perspective.		Used for credibility, emphasis and emotional impact. Natural flow of ideas in the pacing Video sound bites are well shot close-ups, relevant and interesting..	Opened with a compelling shot and NOT a standup. Shots composed to reinforce meaning. Wide variety to maximize audience engagement. . Video is overall clean with an impressive level of professionalism.	Clean edits that do not distract from the story and keep the storyline moving with natural a pace. Consistent use of B-roll for meaning	Clean audio w/ use of Nat sound.
3	Writing is primarily "broadcast style" with minor issues with conversational writing, sentence length, etc.	Some examples of informative reporting with minor issues with presenting relevant informatiion		Used for credibility and emphasis. Some redundancy in the pacing.	Began with a standup and not with a compelling establishing shot. Some shots composed to reinforce meaning. to engage the viewer.	Some errors in edits that slightly distract from the story.	Clean Audio W/ No use of Nat Sound

1	Substantial issues with writing	1 interview w/ some depth on the subject.		Awkward flow of ideas.	Story opens with the reporter on camera. Consistent shots w/ some B-roll	Several errors that distract from the storyline	Some Noise. No Nat Sound
0	No evidence of writing organization.	1 interview w/ very little depth on the subject.		Difficult to follow.	Little evidence of shot composition.	Many errors make the piece difficult to follow.	Audio is distracting.

CHSTV SIZZLE REEL

SCORING RUBRIC

Assignment: Create a 90-second, quick-paced montage of your best work in front of, and behind the camera. This is your chance to really show your skills and passion for storytelling, journalism and filmmaking!

SCORE	SIZZLE REEL
5	First 30 seconds are VERY STRONG . It features your best work in a quick 6 or 7 second montage of clips. It shows a variety of “on camera” appearances and it demonstrates your creative “behind the camera” work with a good variety of examples. The total length is approximately 90 seconds and it shows your versatility in front of, and behind the camera We hear samples of your voiceover style. We see examples of creative standups. GRAB OUR ATTENTION IN THE FIRST 30 SECONDS.
3	First 30 seconds are STRONG . It features your best work, but with longer clip length (i.e. fewer examples). It shows a lessor variety of “on camera” appearances and it demonstrates your creative “behind the camera” work with fewer examples. Not as much evidence of standups, your voiceover style, and creative work.
1	Sizzle Reel contains a few examples of “on camera” and “behind the scenes” work, but the production value (lighting, shot composition, sound, reporter energy) is not as pronounced as the “5” and “3” score category.
0	No Sizzle Reel Submitted (or did not make deadline)