

# CHSTV 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. The only rule is that you may NOT appear in the video in any way (including any photographs of yourself), so be creative. We are primarily looking for your strengths at conveying a story visually and for evidence of your creativity. You MAY use your own voice to narrate the video if you wish.

| 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 natural 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 Natural 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 Natural Sound   |
| 0     | No evidence of story.   | Little evidence of shot composition.   | Many errors make the piece difficult to follow.  | Audio is distracting.  |

# FEATURE STORY

## SCORING RUBRIC

Assignment: PRODUCE AN ORIGINAL FEATURE STORY BASED ON THE GIVEN PROMPT. A PARTNER MAY HELP YOU FILM THE STORY, BUT YOUR STORY MUST BE WRITTEN, REPORTED AND EDITED BY YOU. A FEATURE STORY SHOULD HAVE A CLEAR MAIN CHARACTER AND MESSAGE. IN KEEPING WITH THE GOAL THAT WE ARE THE VOICE FOR THE VOICELESS, IT MUST BE CLEAR TO THE VIEWER WHY THIS PERSON'S STORY IS IMPORTANT. THE FOCUS IS ON EMOTIONAL CONNECTION WITH YOUR AUDIENCE AND IMPACTFUL USE OF POINT OF VIEW AND PLOT DEVELOPMENT. TYPICAL LENGTH WILL BE 1:15 TO 1:30.

| SCORE | WRITING   | REPORTING   | VOICEOVER/ STANDUP   | SOUND BITES  | SHOT COMPOSITION   | EDITING  | AUDIO   |
|-------|---|---|--|--|--|--|---|
| 5     | Introduces the topic to the target audience, presenting background information that connects the character. Then develops the plot to a <b>revelation of the major conflict</b> , leading to a dramatic conclusion. | <b>More than 1 interview</b> w/ credible sources providing depth of perspective to the story. | Standup <b>erves a purpose and includes a prop that reinforces a message</b> in the piece and the <b>voiceover</b> is woven throughout the story to <b>reinforce the theme and guide the discovery in the narrative.</b> | Used for credibility, emphasis and <b>emotional impact. Natural flow</b> of ideas in the pacing. | Shots composed to reinforce meaning. <b>Wide variety</b> to maximize audience engagement. <b>Consistent use</b> of B-roll for meaning. | <b>Clean</b> edits that do not distract from the story and keep the storyline <b>moving</b> with natural a pace, | <b>Clean</b> audio w/No distracting sound. Use of <b>Nat sound.</b> |
| 4     | Introduces the topic, leading to a conclusion.  | 1 interview w/ solid depth of emotion and reflection on the subject.                          | Standup AND/OR Voiceover is woven throughout the story. <b>Some issues with Connectedness</b>  | Used for credibility and emphasis. Some redundancy in the pacing.                                | 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                                   |
| 3     | Introduces the topic.   | 1 interview w/ some depth on the subject.   | Standup AND/OR Voiceover is disconnected to the story.   | Awkward flow of ideas.   | 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/ vely little depth on the subject.  | No Standup OR Voiceover.   | 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 <b>VERY STRONG</b> . 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. <b>GRAB OUR ATTENTION IN THE FIRST 30 SECONDS.</b> |
| 3     | First 30 seconds are <b>STRONG</b> . 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)   |