



RUBRIC: FEATURE VIDEO PRODUCT

From Digital Online Judging to State Championship
Team Event, 2 Titles Allowed Per School To Apply

What video are you showing on your daily, weekly, monthly news shows? Could these be submitted for this category? The feature video is a short piece to inform or entertain the audience. The best products will be invited to State Championship as finalists (no physical copies or student presentations are required). First and second place will be recognized at the State Championship Awards.

What the STLP Coordinator/Coach/Teacher should do:

- Share the rubric with students who produce video
- Determine which students should apply for this category
- Assist students with questions, make suggestions on quality of work
- Check for any copyright issues (guide corrections as necessary)

What the students should do:

- Review the rubric
- Collaborate with a team of students to produce the feature
- Turn work in on time to be posted by deadline

ONLINE JUDGING & STATE CHAMPIONSHIP		CRITERIA	POINTS EARNED
CATEGORY/ACCESS	Video is in the correct category and can readily be accessed online by judges Feature: a short piece to inform or entertain		0 5 10
COPYRIGHT	Intellectual property is respected; Copyright rules are followed; Any text, audio or images are school appropriate		0 10
FOOTAGE	Majority of the footage is running video shot by the team of students; historic images or footage are used minimally and properly credited		0 5 10
MUSIC CREDITS	Any music used is documented		0 1 2 3 4 5 6 7 8 9 10
CREATIVITY/ORIGINALITY	Preplanning: Clear purpose and audience; well organized shots are planned		1 2 3 4 5 6 7 8 9 10
PRODUCTION QUALITY	Clear; appealing; audio and images fit the mood		1 2 3 4 5
	Video shows planned shots and good editing; includes steady shots (use of tripod); a variety of shots (close-ups, wides, pans, tilts, zooms, trucks, dollies)		1 2 3 4 5
	Voice quality is good; can be heard/understood very clearly; internal and external microphones were used if needed		1 2 3 4 5
	Used appropriate lighting and extra lights, if needed		1 2 3 4 5
	Images, interviews, voiceover text, sound/music enhance the piece		1 2 3 4 5
POST PRODUCTION	Post Production: Editing is evidence in final product with effects and transitions, music, added.		1 2 3 4 5
		TOTAL SCORE OUT OF 80:	

AT STATE PRESENTED ON STAGE: First Second