

STLP RUBRIC: MEDIA ARTS SERVICE

Interview at Regional Qualifier to be invited to State Championship
Individual Student Event, Two Students Per School Allowed To Apply

Division Level(s): 6-8 and 9-12 Only

What students are doing the video production in your building? These are the students we want to apply for this category. Students will be producing the video of record for the STLP State Championship. They will work as a team to ask, record and edit the event. The video will be shown at the Awards Program. Likewise, media may be shared online as part of the social media campaign aimed at bringing the STLP event to the largest and broadest audience possible.

Students selected will be recognized on stage during the awards.

What the STLP Coordinator/Teacher should do:

- Share and discuss the rubric with students who shoot and edit video or stand in front of a camera
- Assist students with questions, make suggestions on quality of work
- Plan for the student to attend a Regional Qualifier for the interview
- Help students select the Job Category that best suits their skills: Editor, Videographer, or Reporter/Writer

What the student should do:

- Review the rubric
- Be prepared to talk about skills and experience in the one selected job category
- Create an up to 2-minute video on why you should be a member of the Media Arts Service Team
- **Bring device with your video preloaded to play for the judges.** (Do not assume judges will have Internet access or their own devices). Please be sure your device is charged and has a screen size at least as large as a tablet (no smartphones).
- Review this rubric to be prepared for the interview at a Regional Qualifier

What Judges will do:

- Interview the student and score the interview and documents based upon the rubric

STUDENT REQUESTS **ONE** JOB CATEGORY FOR THEIR APPLICATION:

- ___ **Editor**-Uses digital editing to create a unified and cohesive final video of quality, including graphics
- ___ **Videographer**-Uses digital camcorder to capture footage and record interviews that tell stories about the event
- ___ **Reporter/Writer**-Uses journalistic skills to conduct interviews and write stories

REGIONAL QUALIFIER	CRITERIA	POINTS
ARRIVAL	Arrived on time to gain an interview time	0 5
JOB CATEGORY: JUDGES PICK ONE CATEGORY BELOW TO SCORE BASED ON STUDENT REQUEST		
EDITOR	Skills and experience in digital editing	1 2 3 4 5
	Can create graphics, finalize video	1 2 3 4 5
-- or --		
VIDEOGRAPHER	Skills and experience in shooting video	1 2 3 4 5
	Can capture quality footage, well framed, focused and various shot types	1 2 3 4 5
-- or --		
REPORTER/WRITER	Skills and experience in conducting interviews	1 2 3 4 5
	Can write open ended questions and create factual, unified and cohesive copy	1 2 3 4 5
PRESENTATION BYOD	Student came prepared with appropriate device, necessary accessories, and knowledge to present their demonstrational video	1 2 3 4 5
2 MINUTE VIDEO	Up to 2 Minute video which persuades the viewer and demonstrates skills for job	1 2 3 4 5
INTERVIEW	Student presents information and answers questions	1 2 3 4 5
LEADERSHIP	Can work as a team member; meet deadlines	1 2 3 4 5
ETHICS & COPYRIGHT	Understands and demonstrates the basics of good journalistic ethics	1 2 3 4 5
TOTAL POINTS OUT OF 40		

INVITED TO STATE THIS YEAR? ___ Yes ___ No

NOTE to JUDGES: Please be certain to record comments for the student and include those comments for review in the final scoring form that will be released to the student candidate. Your comments are critical to their future success.