Student Name _____

Project _____

Patriotic Restoration Video Editing Rubric

Student violated the Copyright and/or Fair Use Guidelines (according to the parameters of the assignment)	**_YES_** (Automatic 50)	**_NO_**
Student Followed Current Topic/Thee given by the assignment.	**_YES_**	**_NO_** (Automatic 50)
Student Followed all School Appropriate Guidelines.	**_YES_**	**_NO_** (Automatic 50)
If Student receives an automatic grade, provide a brief reason below:		

Item to Evaluate	Excellent	Good Work	Average	Below Avg.	N/A	Awarded
Required Elements						
● Timing of Final Video	Within the 1-2 min.	1-2 min +5 sec	1-2 min +10 sec	1-2 min +more than 10 sec		
● Proper Music associated with Video	Student used the music from the resource folder associated with the Veteran's Military branch.	Student used music found associated with the Veteran's Military branch.	Student seems to be unaware that the music should be associated with the Veteran's Military Branch.	Music was unavailable.		
● Proper Lower Third Added	Content is legible and has been well selected.	Content is mostly legible and has been selected accordingly.	Content is not all legible and has been selected not according to video.	Content is not legible and has not been selected well.		
● Correct Formatting was used for labels and exporting of the video.	Student followed the guidelines for formatting the video correctly.	Student mostly followed the guidelines for formatting the video correctly	Student is missing some elements based on the formatting guidelines.	Formatting needs to be redone.		
● There is a Storyline told by the Veteran	Storyline is Completed. Based on what the student was working with.	Most of the storyline is there. Based on what the student was working with.	Story Elements are missing. Based on what the student was working with.	Story is unable to be followed. Based on what the student was working with.		
● Full Credits were given.	Student completed the credits 100%.	Student completed the credits ~80%.	Student completed the credits ~60%.	Student completed the credits <50%.		
● Patriotic Restoration, logo, website and information properly placed.	Student placed the information correctly.	Student used the information, and placed it mostly correct.	Student left some of the information off, placement was not ideal	Information not available.		
Design Elements						
● Camera Positioning ● Text ● Use of B-Roll ● Color	All elements which are based on design, have been met fully.	Most of the elements which are based on design have been met.	Some of the elements which are based on design have been met.	The elements which are based on design have not been met fully.		
Technical Elements						
● Video Editing	Final Video has been edited to the best of student's abilities.	Final Video has been edited well.	Final Video is good enough, but not to the full abilities of the student.	Final Video has not been edited well.		
● Audio Editing	Audio has been edited to the best of the students abilities.	Audio has been edited well.	Audio is good enough, but not to the students best.	Audio has not been edited well.		
Content						
● Choice of Content	Students used the content available to them in the best way possible.	Most of the content choices that were made, were very good.	Some of the content choices that were made, were very good.	Student made some unsure content choices.		
● Effectiveness of Production	The Video was effective based on the Assignment.	The Video was effective to an extent, based on assignment.	Video could have been more effective based on assignment.	Video is lacking in proper effectiveness.		
Total Points Awarded						

Patriotic Restoration Video Editing Rubric Breakdown

Copyright
- ★ Follow copyright laws for music...
  - ○ 20% or less
  - ○ Cannot be the main message
  - ○ Give them credit
- ★ Follow copyright laws for images or footage...
  - ○ Must be public domain - do not have to credit
  - ○ Creative Commons - must credit those who took or created the image.
  - ○ Copyrighted - DO NOT USE!!!

Current Topic
- ★ Stay on topic
- ★ Keep things appropriate according to the current assignment/project.

School Appropriate
- ★ No Sex, Drugs or Alcohol
- ★ No Guns or visible violence
- ★ No Cursing or verbal bashing (making fun of someone or something in a cruel or rude way)

Required Elements:
All required elements will be placed on the class website or project page associated with the course.
- ➔ <u>Timing</u> - Keep the video, within the time restrictions given.
- ➔ <u>Proper Music associated with Video</u> - Each of our Military branches has a song associated with it. Please look at the resource folder provided to you, in order to use the correct song for the veteran you are editing.
- ➔ <u>Proper Lower Third Added</u> - All lower thirds should have two lines of information. The first line is the interviewee's name (First and Last Name). The second line is a short position title or reason for being interviewed, with the Patriotic Restoration group you will be adding the interviewee's military branch or military title and branch.
- ➔ <u>Correct Formatting</u> - Labeled correctly according to the Patriotic Restoration groups needs.
  - ◆ Interviewee's First and Last Name_Branch of Service_Time Served
  - ◆ Tom Yates_Air Force_Vietnam or Tom Yates_Air Force_1970-73
- ➔ <u>Storyline</u> - When breaking down the larger video footage we want to make sure the edited version makes sense. Aim for somewhat of a story to be told, beginning, middle, end. Not all of the interviews will have a thrilling story, with a simple edit. You want to tell the story the Veteran is trying to tell.
- ➔ <u>Full Credits</u> - Make sure you are giving credit where credit is due. Songs, Sound Effects, Actors, Voice Overs, Concepts, Videographers, Editors, Script Writers, logos, downloaded footage or image.
- ➔ <u>Patriotic Restoration Elements</u> -

Design Elements:
- ➔ <u>Camera Positioning</u> - Don't forget the Rule of Thirds. This also includes your choice in camera movements, trolley, tilt pan...ect.
- ➔ <u>Use of B-Roll</u> - There should be footage of signs, medals, certificates, memorabilia that is taken at the time of the interview. If there is not any B-Roll associated, please ignore this point all together.
- ➔ <u>Text/Colors</u>- The font, colors used, graphics, characters clothing, locations, anything that makes up the theme and vision of your video. The mood comes from the audio, lighting, sound effects

Technical Elements:
- ➔ <u>Video Editing</u> - From the movement of visual elements, the flow of the content, transitions and timing of visuals to the audio and dialogue, the visual part of editing is very important.
- ➔ <u>Audio Editing</u> - This will encompass everything from volume to the mix of music to the appropriate sound effects.

Content:
- ➔ <u>Choice of Content</u> - We understand that you may not have gathered the footage you are editing. This can be a challenge to some, because they don't know what all is in the video when they begin. Watch the video all of the way through before you begin cutting it up, when you hear something interesting take note of the time code. Your choice of content plays heavily on the storyline, and on the effectiveness of the production.
- ➔ <u>Effectiveness of Production</u> - The effectiveness of your video will come from your choice of music and the timing of transitions, audio, cuts and simple editing techniques. The effectiveness comes from emotion felt by the viewer and the understanding the viewer will have of the video.