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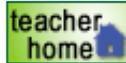
### FCP#4 Video Shoot

Teacher Name: **Ms. Becker**

Student Name: \_\_\_\_\_

CATEGORY	Exemplary*****	Excellent*****	Satisfactory*****	Needs Improvement
<b>Point of View - Awareness of Audience</b>	Strong awareness of audience enhances meaning. Students can clearly explain why they felt the video fit the target audience.	Awareness of audience enhances meaning. Students can explain why they felt the video fit the target audience.	Some awareness of audience in the design.	Limited awareness of the needs and interests of the target audience.
<b>Content</b>	The story is told with exactly the right amount of detail throughout. Video clips express all the content and greatly enhance the aesthetic value. A meaningful purpose and a clear focus is maintained throughout.	The story is told with the right amount of detail throughout. Video clips express all the content and enhance the aesthetic value. A meaningful purpose and a clear focus is maintained.	The story is told with the right amount of detail. Video clips express the content and enhance the aesthetic value. A purpose and focus is maintained.	The story is incomplete. Video clips are random or do not serve to enhance aesthetic value.
<b>Images</b>	Video is clear and effective. Clips show a large amount of originality and creativity. Images create a distinct atmosphere or tone that matches all parts of the story. A variety of camera angles and techniques are used to communicate symbolism and/or metaphors.	Video is clear and effective. Clips show originality and creativity. Images create a distinct atmosphere or tone that matches different parts of the story.	Video is clear and effective. Images create a distinct atmosphere to reinforce content.	Images are not clear. They lack association to content.
<b>Camera/Sound Techniques</b>	Lighting: All scenes have sufficient lighting for viewer to see the action. Lighting is used to set a mood or enhance expressive quality. Sound: Audio is at the appropriate volume and very easy to understand. No distracting noise. Stability: Camera moves very smoothly. No	Lighting: Scenes have sufficient lighting for viewer to see the action. Lighting is used to enhance expressive quality. Sound: Audio is at the appropriate volume and easy to understand. No distracting noise. Stability: Camera moves smoothly. No	Lighting: Scenes have sufficient lighting for viewer to see the action. Sound: Audio is at the appropriate volume and can be understood. No distracting noise. Stability: Camera moves smoothly. Very little shake. Composition: Shots are clear.	Lighting: Scenes are too light or dark; they are difficult to see. Sound: Audio is too loud or too soft and difficult to understand. Extra noise detracts from focus and aesthetics. Stability: Camera is jerky and/or shakes. Composition: Shots are out of focus or blurry.

	shake. Composition: Shots are clear and framed to add interest, attention and expression.	shake. Composition: Shots are clear and framed to add interest and expression.		
<b>Problem-solving</b>	Actively looks for positive solutions to problems. Accepts full responsibility for completing the assignment.	Looks for positive solutions to problems. Accepts responsibility for completing the assignment.	Tries solutions to problems. Accepts responsibility for completing the assignment.	Does not try to solve problems. Lets others do the work. Does not accept responsibility for completing the assignment.
<b>Punctuality</b>	The shot list is complete on or before the deadline and additional takes are available to supplement if needed. All footage is downloaded. Student frequently helps peers.	The shot list is complete on the deadline and additional takes are available to supplement if needed. All footage is downloaded. Student helps peers.	The shot list is complete on the deadline. All footage is downloaded.	Shooting is incomplete. Footage is not downloaded.




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