TV Production – Digital composition scoring rubric

	1 (Poor)	2 (Fair)	3 (Good)	4 (Excellent)	Score
Content	The project strays from its focus and/or contains weak organizational structure. Inadequate evidence of student learning and effort is reflected in the project.	There is a general focus that is maintained through the project. The project presents organization in a loosely organized manner. Some evidence of student learning and effort is reflected in the project.	The project has a clear focus related to the chosen theme. The project presents information in an organized manner that can be understood by the intended audience. Substantial evidence of student learning and effort is reflected in the project.	The project has a clear focus, which addresses the chosen theme. The project presents information in a manner that s understood by the intended audience. Reflects research and application of critical thinking skills, and shows notable insight into techniques specific to the medium. Outstanding evidence of student learning and effort is reflected in the project.	
Script	Many spelling, syntax and grammatical errors in the language.	Moderate amount of spelling, syntax, and/or grammatical errors in the language.	Few spelling, syntax, and/or grammatical errors in the language.	Clear, concise, well-written language; no syntax, spelling or grammatical errors.	
Design	Lack of preparation is evident, illogical sequence, or transitions which distract the viewer are shown.	Adequate preparation and sequence is shown. Some transitions are shown.	Sequence of project components is clear and evident. Transitions provide easy movement from one scene to another.	Sequence of project is excellent. Transitions are well timed and provide smooth movement between scenes.	
Resonance	The project lacks ability to generate interest.	The project is interesting to the students who created it.	The project is interesting to the audience beyond the students who created it; and contains a theme.	The project compels the audience's attention and contains a universally appealing theme.	
Audio	Audio is poor quality. No music is present.	Few audio considerations are present. Sound is overly ambient. Music is a poor fit.	Audio is used to help construct meaning. Music is used effectively.	Audio thoroughly and artfully constructs meaning. Music provides a noticeable impact.	
Appearance	Visuals are random and/or lacking appeal.	Visuals are constructed with some purpose.	Visuals are appealing and arranged purposefully.	Visuals are finely constructed with purposeful detail and maximum aesthetic impact.	