

## Video

Shortcode	Description
Audio: Copyright Issue	Be aware that copyrighted audio has limitations in how it can be used in a video. Without explicit permission from the copyright holder, your video may be infringing on the copyright of the creator or copyright holder. While copyrighted music is appealing to your audience because it is familiar, consider how you can use other music by downloading from sites. These sites are easily found with a simple Google of "royalty free music." The best advice here is to be careful when using audio that you did not create yourself.
Audio: Excellent	The audio quality here is excellent: crisp, clear and easy to follow. Nice work of interviewing in places that provide good audio, or positioning the microphone in a smart location and adjusting audio levels during editing to ensure the audience can hear.
Audio: Weak	The audience here will likely struggle to hear the audio from this video clearly. Consider what barriers there are to a good listen: microphone position, ambient sound, improper balance of audio levels, etc. One of the best fixes for poor audio quality is to monitor your audio live with the use of headphones as you are shooting and capturing sound.
Editing: Strong	The editing of this video is cleanly done to provide the audience with a smooth path through the footage. Abrupt jump cuts are avoided (unless intentional). B-roll is used to break up long shots. And the editing provides a good mix of tight, medium and wide shots for variety. Nice work.
Editing: Weak	The editing here could use improvement. Viewers generally prefer transitions that provide variety yet don't interrupt the storytelling of the video. Consider how the video could be more smooth in those transitions, perhaps using B-roll more effectively. And remember, good editing often starts by shooting much more footage than you will eventually need so that you will have the "perfect" shot when you sit down to edit.
Graphics: Strong	The graphics used in the production of this piece are both appealing and consistent. They are appealing by using contemporary fonts, colors and designs that appeal to your audience of teenage high school students. And they are consistent by using the same style of graphics throughout the video.
Graphics: Weak	The graphics here could be more attractive and distinctive to the brand of your student media. Consider the style of graphics that are attractive to your fellow students: fonts, colors, design. And also consider how your graphics could be used to create an identity for your student media: what can be done to set your productions apart from videos produce by others?
Lighting: Strong	The use of light in capturing video here is well considered and well executed. The people, actions and objects of importance are clearly visible. Nice job managing lighting within the video to give it maximum impact with the audience.
Lighting: Weak	The lighting within a video should bring, if not artistry; clarity to the viewer. The audience should be able to understand the actions and see the faces of the key people. Consider how your positioning of the camera could better target the capture of clearly lit video with proper white balance, contrast and brightness on the subjects of key interest.
Research: Strong	The viewer of this video enjoys writing that relies on trustworthy and authoritative research. This journalism is much more than a surface reporting of the story: the audience learns about subtleties and complications from sources who know best. Strong research indeed.
Research: Weak	Consider what sources would help to inform the reader on this topic in a more trustworthy and authoritative way. Has your coverage provided original news that has not previously been reported? What sources would have better explained the nuances or details of the story? How would research from those sources have been displayed to the viewer? More work on deep and complicated research would help here.
Structure: Strong	Nice work here in planning a video that presents clear beginning, middle and end structure. This kind of video storytelling allows the viewer to understand the story first through introduction, learn important information at the middle and arrive at a conclusion.
Structure: Too Long	Consider how this video could be more brief. What visual or verbal aspects could have been communicated without gobbling so much time? Perhaps a tighter video would have demanded a more concise script. Or, perhaps the footage could have been edited to eliminate redundant shots. Remember that contemporary viewers have short attention spans. Be sure to drive right to the point.
Topic: More Newsy	When selecting a topic, consider how to cover the most recent, urgent and consequential stories of your community. Those stories might be "light" human interest stories that affect your viewers emotionally. Or they might be timely breaking news stories. Or they might be something in between, of course. Regardless, this video would have been more relevant to the audience if it had been framed in a more journalistic way.
Video: Shaky	Be careful with hand-held video or any footage not captured with a steady camera support, like a tripod. While the footage may appear relatively steady or even "edgy" when shot handheld, the eventual viewer seldom prefers bouncy footage. If a tripod is not available, try to rely on an object that is firm. Your viewers will be grateful.
Video: Strong	The video footage here shows a proficiency with not only composition but in capturing a variety of shots. The camera operator here has avoided centering action or people in the frame, instead relying on rule of thirds. The backgrounds are well considered as well, avoiding clutter and mergers. And the video mixes the use of wide, medium and tight shots throughout.
Video: Weak Composition	When composing your shot and choosing an angle, be sure to consider the composition of the frame. What is in the foreground and background? Am I shooting tight enough? Have I considered rule of thirds? How might I frame this shot? Is there a unique angle that I am ignoring? Constantly be searching for an angle that will help to clearly capture the scene for your audience.
Visual-Verbal: Strong	Good work here of linking the visual to the verbal here (of matching the video to the script). This is a complicated task that involves shooting a lot of smart video, writing a script that considers that video, and editing them together thoughtfully. Kudos on your hard work with that.

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Writing: Weak

The writing in a video script is seldom the same as what you might write for a print story. What are the key differences? Simply put, writing for video is most often 1) more conversational and informal; 2) relies on simpler, more direct word choices; 3) uses shorter sentences; 4) works to coordinate the words being spoken from the script with the footage on the screen and 5) presents new facts and research to the viewer. Consider how your video could work on these principles.

Writing: Strong

The writing here fits the topic. Nice work of considering your audience, the proper tone and lively word choice. Crafting an engaging script takes hard work, research and creativity. This effort pays off here in this script. Well done.