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| **AREA** | **NOT PROFICIENT** | **PROGRESSING** | **PROFICIENT** | **Mastery** |
| **Production Planning**  Does the project show evidence of advance planning and organization to accomplish a specified goal or effect? | No evidence of planning and organization to accomplish the goals of the final project. | Some evidence of planning and organization to accomplish the goals of the project. | Clear evidence of planning and organization to accomplish the goals of the final project. | Evidence of planning and organization to accomplish the goals of the final project leaves the viewer wow’d. |
| **Documentation**  Did the student document non-student produced materials? | No required permissions present or unclear. | Most required permissions included, but not all. | One permission may still be in question. | ALL permissions are clearly identified. No questions left in the viewer’s mind of ownerships. OR all is original work (music, sound, photos) |
| **Editing**  Does the project show evidence of skilled use of editing techniques? | Audio and video transitions were choppy; effects were either missing or excessive. Sound was cut off and or/inconsistent. | Audio and video transitions were smooth, appropriate and consistent most of the time. | Audio and video are characterized by smooth transitions that enhanced the presentation. Audio segments were of consistent quality and properly synchronized with the video segments. | Masterfully developed editing process - both in quality and synchronization that enhanced the presentation. |
| **Use of Media Resources**  Where used, were all music, text, voice- over, pictures and/ or video relevant and used effectively? | Most media, if used, was NOT effective or relevant to the purpose of the project. | Most media, if used, was effective and relevant to the purpose of the project. | All media was relevant to the purpose of the project and, when present, use of media resources was effective. | All media was relevant to the purpose of the project and, when present, use of media resources was highly effective. |
| **Presentation**  Does the student demonstrate a solid understanding of all aspects of the production/editing process? | Student has difficulty clearly discussing AND demonstrating the use of the software and hardware to accomplish the goals of the project. | Student can discuss and demonstrate some aspects of the use of software and hardware to accomplish the goals of the project. | Student can clearly discuss and demonstrate the use of software and hardware to accomplish the goals of the project. Student has mastered the editing process. | Student can clearly discuss and demonstrate the use of software and hardware to accomplish the goals of the project. Student has mastered the editing process. |
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This category is defined as any original video project that has been edited on a computer with digital video editing software and exported into a digital video format. The project must be displayed for viewing on a computer and editing process needs to be demonstrated.