

Rubric for PROJECT PORTFOLIO

Project Title:

		3	2	1	0
1	Cover Page	Cover page is visually appealing, includes all components (assignment title, program title, group members names, period, 3rd quarter 2007, non profit logo, original tag line). Shows proficient use of Microsoft Word	Cover page is missing 2 components and is somewhat visually appealing The cover page is created in Microsoft Word.	Cover page is missing 3 or more components and/or does not show proficient use of Microsoft Word	
2	Treatment for CAMPAIGN	Treatment is complete, clear, and includes all components. Treatment is consistent with the final CAMPAIGN	Treatment is somewhat consistent with the final program, and unclear about or missing 2 components	Treatment is unclear, not consistent with the final video, and unclear about or missing 3 or more components	
3	Treatment for TV spot	Treatment is complete, clear, and includes all components (program title, producers names, program length, positioning statement, tone statement, description of program, and technical needs/requirements). Treatment is consistent with the	Treatment is somewhat consistent with the final program, and unclear about or missing 2 components	Treatment is unclear, not consistent with the final video, and unclear about or missing 3 or more components	
4	Storyboard	Storyboard is complete, clear, and includes all components (program title, page #, shot#, title of shot, sketched frame, video directions, audio directions, proper terminology). Storyboard is consistent with the final program	Storyboard is somewhat consistent with the final program, and unclear about or missing 2 components	Storyboard is unclear, not consistent with the final video, and unclear about or missing 3 or more components	
5	TV Script or list of shots	A neat, clean, typed copy of the TV script is included in the portfolio. It is consistent with the final script in the TV spot.	A neat, clean, hand-written copy of the TV script is included in the portfolio. It is consistent with the final script in the TV spot.	A copy of the TV script is included in the spot. The script is hand-written, messy, and/or not consistent with the final script used in the TV spot.	
6	Non-Profit Organization	Non Profit Organization Worksheet is included and complete.	Non Profit Organization Worksheet is missing one or two items.	Non Profit Organization Worksheet not included incomplete.	
7	PSA Worksheet	PSA Worksheet is included, complete, and consistent with the final video.	PSA Worksheet is missing one or two items or is slightly inconsistent with the final video.	PSA Worksheet is missing more than 3 items or is unclear; not consistent with the final product.	
8	Radio Script	A neat, clean, complete copy of the final draft of the radio spot is included in the portfolio. The copy is typed.		A copy of the script is included in the portfolio, but is incomplete and/or handwritten.	
9	Organization	All sections of the project portfolio are organized and properly done. (in this order: cover page, treatment, storyboard, 7 tag lines each, scripts/drafts)	One or two sections of the project portfolio are missing or incomplete	Three or more sections of the project portfolio are missing or incomplete	
10	Task List/ Timeline	A neat, clean, complete copy of the task list is included in the portfolio.	A completed copy of the task list is included in the portfolio but is messy, creased and/or dirty.	A copy of the task list is included in the portfolio but it is incomplete and/or messy, creased, dirty.	
11	Self-Assessment Rubric	Self-Assessment rubric for TV ad is included. It is neat, clean, and complete.		Self-Assessment rubric for TV ad is either incomplete or not included.	

	TOTALS:		out of		
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