

BEA 2012 GRADING GROUP WORK



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Individual/Team Project

New Information Technology

- ▶ **Individual one page report**
 - 75 points
 - Graded on novelty of new innovation and relevance to group's industry
- ▶ **Team Presentation**
 - 50 points
 - Participation based on names listed in introduction
 - Graded on execution of presentation

Presentation: (Maximum 50 points)

	1. Basic Requirements: Name of technology, team member names, industry, visual of technology, PowerPoint presentation, 5-6 minutes in length.
	2. Industry and target market: How clearly is the industry described? Is it clear who the target market is: who are they, what do they do, what do they need? How effective is the explanation of why they have been targeted?
	3. Explanation of technology: How clear is the explanation of the technology and how it works? How effective is the visual demonstration? How innovative is this technology? (Is this a new innovation or an innovative use of an existing technology?)
	4. Recommendation: How sound is the reasoning on why this technology is being recommended? Are the benefits clearly articulated and plausible for the target market?
	5. Presentation: How polished is the presentation (speaker and visual presentation)? How attractive is the visual presentation?
	6. Handout: Complete and turned in on presentation day with individual reports attached.

Client Production Project

Corporate and Non-Profit Media Projects

- ▶ **Evaluate each production step**
 - **Draft feedback and revision**
 - **Grade on completion & delivery of final version**

Client Project: 650 points max.

In a production team, produce a promotional video package for a client. Each team member is to contribute an equivalent share of work for the project which will require 50 to 70 hours of work per team member outside the classroom, possibly more, depending on the quality and professionalism employed. (An assignment sheet with due dates will be provided.)

The project consists of the following components to be completed jointly by the team:

1. **Project Proposal** (up to 50 points).
2. **Script** (up to 90 points) – content outline (20 points) and shooting script (70 points).
3. **Production Plan** (up to 50 points)
4. **Status Reports** (up to 20 points each, total 40)
5. **Video Package** (up to 300 points) – 1:30 to 2 minutes Web (100 points) and one 5 min. or longer on DVD (200 points).
6. **Project Final Budget** (up to 30 points)
7. **Project Notebook** (up to 30 points).
8. **Audience Survey** (up to 30 points)
9. **Client Evaluation** (up to 30 points).

Client's Student Evaluation

MCJ 118 Corporate Video Student Evaluation Form

Please complete a separate form for each member of the student production team.

Student's Name: _____ Date: _____

Evaluator's Organization: _____

Please rate the following items on a scale of 1-5 (1 is low and 5 is high) Comments are optional.

1. Overall, how well did the student perform their responsibilities in the production of the video?

1	2	3	4	5	Unknown
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Comments

2. In terms of academic training, how well prepared did the student seem to be?

1	2	3	4	5	Unknown
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Comments

3. How punctual was the student in reporting for meetings and production shoots you were involved in?

1	2	3	4	5	Unknown
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Comments

4. How well did the student interact with you, your staff, and clients?

1	2	3	4	5	Unknown
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Comments

5. What level of professional conduct did the student exhibit?

1	2	3	4	5	Unknown
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Comments

- ▶ Evaluate each team member
- ▶ Assignment points (30)
 - In combination with team eval
 - Amount = Professor's discretion

6. How well did the student solve problems?

1	2	3	4	5	Unknown
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Comments

7. What did you observe to be the professional strengths of the student?

8. What did you observe to be the professional weaknesses of the student?

9. Any general comments?

Client's Team Evaluation

MCJ 118 Corporate Video Project Team Evaluation Form

Complete one form for the student production team.

Organization Representative: _____ Date: _____

Organization: _____

Address: _____

E-mail: _____ Phone: _____

1. Briefly describe the nature of the video and how it will be used in your organization.

Please rate the following items on a scale of 1-5 (1 is low and 5 is high) Comments are optional.

2. How well does the video meet your expectations?

1	2	3	4	5	Unknown
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Comments

3. How effective were the written materials (proposal, script, etc.) provided to you by the team?

1	2	3	4	5	Unknown
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Comments

4. How well did the students work together?

1	2	3	4	5	Unknown
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Comments

5. How beneficial was participating in this project for your organization?

1	2	3	4	5	Unknown
---	---	---	---	---	---------

Comments

- ▶ Rate team overall
- ▶ Assignment points (30)
 - In combination with individual
 - Amount = Professor's discretion

5. Overall, how would you rate your satisfaction with the process?

1	2	3	4	5	Unknown
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Comments

6. What worked well based on your experience with this project?

7. What suggestions do you have?

8. Any general comments?

Video Production Project

Electronic Field Production

► Final team project

■ Feedback on rough edit

Each question rated on a scale of 0 to 10, with 9-10=excellent, 8=good, 7=average, 6=below average, 5=poor, 0=missing	
Score	Maximum Points = 50
	1. Stages of post completed: What percent complete? (Is the video full-length? Has audio mixing been completed? Are graphics done?)
	2. Camera: How effective is the camera in supporting the story? Are the shots steady and moves and zooms smoothly executed? How well does the camera's placement and composition capture the subject of each shot?
	3. Lighting: How well does the lighting facilitate proper exposure, enhance three-dimensionality and support the mood?
	5. Audio: How effective is the audio in telling the story? Is primary audio clear and on-mic, without distracting sounds or background noise?

■ Feedback on final edit

Each question rated on a scale of 0 to 10, with 9-10=excellent, 8=good, 7=average, 6=below average, 5=poor, 0=missing	
Score	Maximum Points = 200
	Video Requirements: 4 - 6 minutes Is there natural sound? Are there opening titles and end credits? Has video been uploaded and complete description info provided? (A project produced in the Fall 2011 MCJ 115 Electronic Field Production Class for the Final Project assignment expressing the theme _____. Professor Candace Egan. Produced by: ____, date of completion, Credit list.)
	2. Storytelling: How engaging is the story? How well does the story introduce the characters/subjects, provide the expository information needed to setup the story, establish the conflict/issue/problem/situation, build toward a climax, and resolve the story? How unique is the story or has a creative angle been used?
	3. Editing: How effective is the video in telling the story? How well does the editing capture the emotion of the story? Is the pace appropriate throughout the story? Are edits motivated? Is the video free of technical problems?
	4. Audio: Has supplemental audio been incorporated appropriate to the type of project? How effective is the audio in telling the story? Does the audio enhance the emotion of the story? Is audio clear, clean and balanced at proper levels? Does the audio smoothly flow from one shot to the next? No clicks or extraneous sounds?
	5. Graphics and titles: How well does the title graphic/sequence relate to and introduce the video? How effective are graphics in conveying useful information (lower third interview titles, segment titles...) Are graphics/titles consistent in design and readable? Are end credits thorough (should include performers, production crew, music titles and author's name, and others to be recognized for their contribution or support.)?
	6. Technical Quality: How well does the video reflect professional standards? Is it worthy of submittal to festivals?

Peer Performance Review

PEER EVALUATION

Group Name _____ Group Member Name _____
Technology _____

Performance Criteria	Performance Rating										
A. QUALITY:	0	1	2	3	4	5	6	7	8	9	10
B. QUANTITY:	0	1	2	3	4	5	6	7	8	9	10
C. TIME MANAGEMENT:	0	1	2	3	4	5	6	7	8	9	10
D. INITIATIVE:	0	1	2	3	4	5	6	7	8	9	10
E. ATTENDANCE:	0	1	2	3	4	5	6	7	8	9	10
F. PROBLEM SOLVING/ DECISION MAKING:	0	1	2	3	4	5	6	7	8	9	10
G. COMMITMENT TO PROJECT GOALS:	0	1	2	3	4	5	6	7	8	9	10
H. ATTITUDE & COLLABORATION:	0	1	2	3	4	5	6	7	8	9	10

- ▶ **Project Team**
 - Rate each team member
 - Rate self
 - Assignment points

Performance Criteria	Performance Rating										
I. ORAL COMMUNICATION:	0	1	2	3	4	5	6	7	8	9	10
J. WRITTEN COMMUNICATION:	0	1	2	3	4	5	6	7	8	9	10
K. LEADERSHIP:	0	1	2	3	4	5	6	7	8	9	10
L. COMPUTER SKILLS	0	1	2	3	4	5	6	7	8	9	10
OVERALL PERFORMANCE Grade	0	1	2	3	4	5	6	7	8	9	10
	F	•	D	•	C	•	B	•	A		

COMMENTS:

Presentation Review

MCJ 115 Assignment 3

Final Project Presentation

Project Title: _____ Date: _____ # _____

Each criteria rated on a scale of 0 to 10, with 9-10=excellent, 8=good, 7=average, 6=below average, 5=poor, 0=missing

Maximum Points = 50	Team Member	Team Member	Team Member	Team Member	Team Member
Individual Performance					
1. CONTENT: Thorough, organized, good details and explanations					
2. DELIVERY: Confident, polished, steady, good eye contact.					
Group Performance	Team Score	Comments			
3. PRESENTATION CONTENT: -Description of project: • target audience • purpose & goals • client • why chose subject -Explanation of how theme addressed -Discussion of how performances, shooting & editing strengthened story -Special shooting or editing techniques • why chosen & how accomplished - Summary of • equipment • talent and crew • production hours and budget -Discussion of • problems solved • unusual experiences • tips & what do differently next time.					
4. PRESENTATION EXECUTION: -Each member introduced -Each member equal participation -Professional attire -Organized & Polished -Rehearsed, Smooth transition between speakers -Length (10-12 min, plus Q & A)					
TOTAL (individual score plus team)					

Forming Teams

Self Selection



Forming Teams

Topic Sign-up

- ▶ Pre-selected industry
- ▶ 8 sheets handed out
 - Students sign up on list for industry interested in

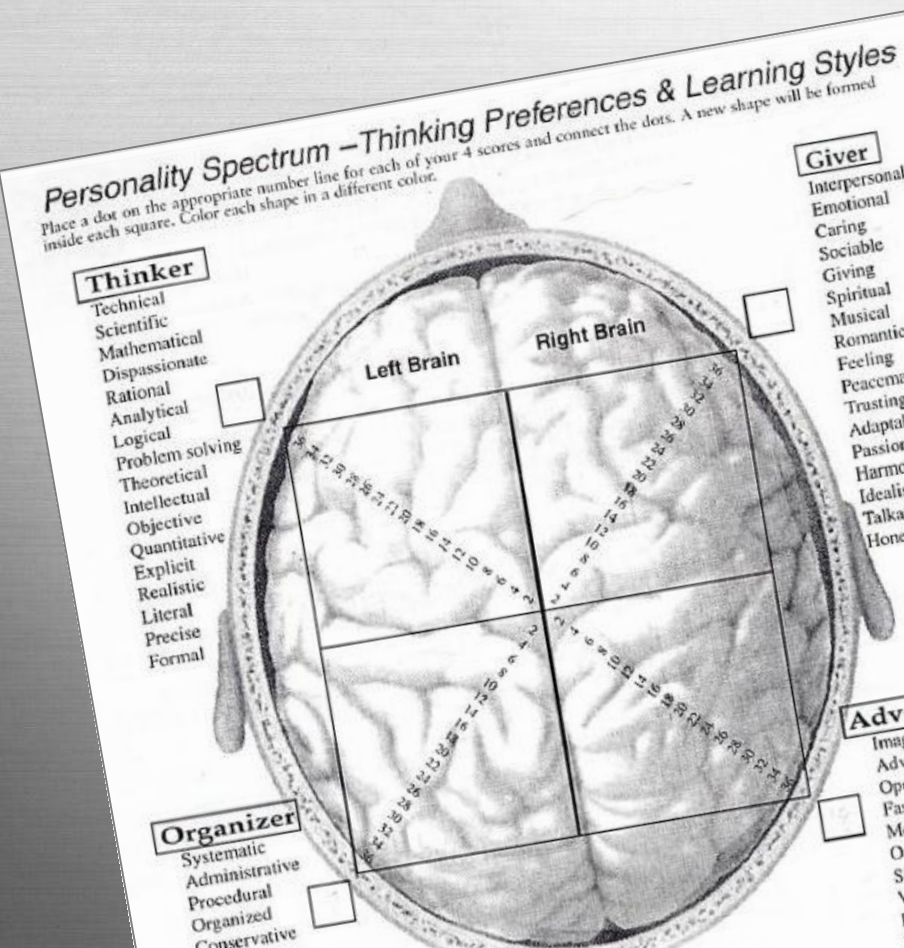
 X Entertainment Gaming — Journalism

	Name	Email
1.		
2.		
3.		
4.		
5.		
6.		

Forming Teams

Personality Spectrum

- ▶ Representation of each style
- ▶ Gender diversity



Name _____ Date _____ Class _____

PERSONALITY SPECTRUM

Step 1: RANK IN ORDER all four responses to each question placing a 1, 2, 3, or 4 in the blank space next to the response.. The response most like you gets a 4 and least like you gets a 1. Each number can only be used once for each question.

- I like instructors who
 - _____ a. tell me exactly what is expected of me
 - _____ b. make learning active and exciting
 - _____ c. maintain a safe and supportive classroom
 - _____ d. challenge me to think at higher levels
- I learn best when the material is
 - _____ a. well organized
 - _____ b. something I can do hands-on
 - _____ c. about understanding and improving the human condition
 - _____ d. intellectually challenging
- When I experience stress I would most likely
 - _____ a. do something to help me feel more in control of my life
 - _____ b. do something physical and daring
 - _____ c. talk with a friend
 - _____ d. go off by myself and think about the situation
- The greatest flaw someone can have is to be
 - _____ a. irresponsible
 - _____ b. unwilling to try new things
 - _____ c. selfish and unkind to others
 - _____ d. an illogical thinker
- My vacations could be best described as
 - _____ a. traditional
 - _____ b. adventuresome
 - _____ c. pleasing to others
 - _____ d. a new learning experience
- One word that best describes me is
 - _____ a. sensible
 - _____ b. spontaneous
 - _____ c. giving
 - _____ d. analytical

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