

ENG4C Producing News Reports and TV ads

Evaluation rubric

Name: _____

Script: (group mark) /20

- Typed /2
- No spelling or grammar mistakes /5
- Everyone's part & production elements are clearly identified /5
- All 5 W's get answered in the story/advertisement uses persuasion /3
- Proper structure with intro, interviews, and extro. /5

Production Value: (group mark) /30

- All sound is heard clearly /5
- Locations were well selected /5
- No shaky camera work /5
- Codes and conventions of news & ads are clearly used /5
- All segments flow well together with no strange clips or missing elements /5
- All parts are played with sincerity /5

An oral presentation: (individual mark) Show your videos and divide the questions below up so that each member discusses four /20

- What were the challenges in writing the scripts? Explain.
- What were the challenges in your ability to produce the video stories? Explain.
- What were the challenges in your ability to produce the advertisement? Explain.
- What did you think were the main facts that had to come out in your stories?
- If you had more people in your group, who would you have included as interviews?
- What kinds of technical issues went wrong?
- What is your group most pleased with in your production?
- What information do you think is missing from your story?
- What would you do differently next time, if you had to record another news story?
- What is the advantage of telling the news on TV vs. telling the news in PRINT?
- Why did your group pick that product to sell during your newscast?
- Who were you advertising that product to, and how did you appeal specifically to them?