

Electronic Media Practicum Promotional Video Scorecard

100 POINTS

Chapter	State			Team Number		
INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
Use of provided materials	<ul style="list-style-type: none"> • Photos & video add clarity and support overall video message. • Incorporated numerous clips/visuals. • Content was not repetitive, no recognized use of repeated shots. 	<ul style="list-style-type: none"> • Visual aids add some clarity and support to overall video message. • Incorporated adequate number of clips/visuals. • Content was not repetitive, no recognized use of repeated shots. 	<ul style="list-style-type: none"> • Visual aids add little to no clarity and support to overall video message. • Failed to incorporate clips/visuals. • Repeated use of content. 		X 3	
Video editing/continuity quality	<ul style="list-style-type: none"> • Editing enhances final product, clear grasp of techniques and tools. • Video moves smoothly from shot to shot (no erratic movements/transitions). • Excellent placing and timing. • Appropriate screen time for readability. • No spelling or grammatical errors. • Digital effects are used appropriately for emphasis. 	<ul style="list-style-type: none"> • Basic usage of editing tools is evident. Techniques are clear and simple. • A variety of transitions are used. Most fit video sequence well. • Most video clips move at a steady pace, feels smooth. • Screen time for readability was rushed. • One (1) spelling and/or grammatical error. • Digital effects are used appropriately for emphasis, some minor errors in timing or application. 	<ul style="list-style-type: none"> • Seemed to have difficulty with editing tools. • Video clips are varied; unsteady pace. • No transitions or inappropriate transitions. • Timing is clumsy and choppy. • Readability was not considered in editing. • Multiple spelling and/or grammatical errors. • Digital effects/graphics are not used appropriately. • Excessive use of transitions 		X 3	
Audio editing/continuity quality	<ul style="list-style-type: none"> • Audio is clear and effectively assists in communicating the main idea. • No jumpy audio edits • Audio is balanced. 	<ul style="list-style-type: none"> • Audio is clear; partially assists in communicating main idea. One to two jumpy edits • Audio generally balanced. 	<ul style="list-style-type: none"> • Audio is inconsistent/cutof; confuses audience. • Audio is overpowering, unbalanced. 		X 3	
Length	<ul style="list-style-type: none"> • Final video play time was at or within the length requirement. 	<ul style="list-style-type: none"> • Final video play time was 10-15 seconds above or below the length requirement. 	<ul style="list-style-type: none"> • Final video play time was 15+ seconds above or below the length requirement. 		X 1	

INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
Promotional value	<ul style="list-style-type: none"> • Video articulates a clear message and theme. • Video actively promotes the client's product or service. 	<ul style="list-style-type: none"> • Video struggles to present a clear message. • Video passively promotes the client's product or service. 	<ul style="list-style-type: none"> • Video lacks a central message. • Video doesn't clearly promote the client's product or service. 		X 4	
Clear, Creative Storytelling	<ul style="list-style-type: none"> • Clear and logical story is told by video. • Creative and compelling narrative. Evokes interest in the topic. • Supporting information/elements contribute to the narrative and overall appeal. • Content was used in appropriate places and presented in a logical order. 	<ul style="list-style-type: none"> • Mostly clear and logical story is told by video. • Some creative elements were used. Dull narrative. • Video theme is vague, and some supporting elements seem disconnected. • Doesn't evoke interest in topic. 	<ul style="list-style-type: none"> • Unclear or disorganized story told by video. • Lacks creativity and a compelling narrative. • Lacks a clear theme and logical sequence of information. • Creates lack of interest in topic or negative perception. 		X 6	
TOTAL POINTS EARNED OUT OF A 100 POSSIBLE						

Web Page Design Practicum Scorecard

100 POINTS

Chapter	State			Team Number		
INDICATOR	Very strong evidence of skill 5–4 points	Moderate evidence of skill 3–2 points	Weak evidence of skill 1–0 points	Points Earned	Weight	Total Score
Overall Attractiveness of Site	<ul style="list-style-type: none"> Site is very aesthetically pleasing, nice to look at, and captures attention Appropriate and attractive use of color, images, and fonts throughout All content on sight is easy to read and consume Consistent feel throughout all site pages with consistent use of color, fonts, and font size All pages have good flow and are easy to skim 	<ul style="list-style-type: none"> Site look is average, but does not capture viewer attention Most colors, images, and fonts are appropriate Some content on sight is not easy to read or consume Some consistency throughout site pages, color or fonts, but not as cohesive as it could be Site pages have some flow, but one or more elements are out place Not all pages are easily skimmable 	<ul style="list-style-type: none"> Site does not draw viewer attention and is not pleasing to look at Inappropriate use of color, images, and fonts – makes the sight difficult to view Content on sight is not easy to read and consume No consistency throughout site pages, color or fonts Pages have little or no flow and no pages are easy to skim 		X 4	
Technical skills specific to activity	<ul style="list-style-type: none"> Site contains 3 unique pages Site has an appropriate and relevant title Site is appropriate and relevant for speaker's organization/topic 	<ul style="list-style-type: none"> Site contains only 2 unique pages Site has a title, but it lacks appropriateness or relevancy to site content Site is only loosely tied to speaker's organization/topic 	<ul style="list-style-type: none"> Site contains only 1 unique page Site does not have a title Site does not fit with speaker's organization/ topic 		X 4	
Use of design principles	<ul style="list-style-type: none"> All elements on site have good contrast which make them easy to view and read 	<ul style="list-style-type: none"> One or more elements on site have poor contrast, making them difficult to view or read 	<ul style="list-style-type: none"> Many elements on site have poor contrast which make them difficult to view and read 		X 3	
Contrast	<ul style="list-style-type: none"> All elements on site display good use of repetition/consistency 	<ul style="list-style-type: none"> One or more elements or pages on site does not fit repetition/ consistency established throughout 	<ul style="list-style-type: none"> Site has poor repetition/consistency amongst sections and pages 			
Repetition	<ul style="list-style-type: none"> All elements on sight are aligned well to aid in viewing and reading 	<ul style="list-style-type: none"> One or more elements or pages on site has poor alignment making them difficult to view or read 	<ul style="list-style-type: none"> Many elements on sight have poor alignment which make it difficult to view or read 			
Alignment	<ul style="list-style-type: none"> All elements on sight have good proximity with appropriate spacing between items 	<ul style="list-style-type: none"> One or more elements or pages on site has poor proximity with inappropriate spacing between items 	<ul style="list-style-type: none"> Spacing between elements on sight shows poor proximity 			
Proximity						

INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
Neatness and creativity	<ul style="list-style-type: none"> • Site is well-organized • Site displays creative or unique design and layout • Site creatively portrays elements of speaker's organization/topic • No GSP errors found in site text 	<ul style="list-style-type: none"> • Site is somewhat organized but could be improved to aid in viewing • Site design or layout is average (lacking creativity) • Minor GSP errors found in site text 	<ul style="list-style-type: none"> • Site is disorganized and needs to be restructured • Site design or layout is poor • Major GSP errors found in site text 		X 3	
Choice and placement of photo(s) and graphic(s)	<ul style="list-style-type: none"> • Appropriate and relevant images, graphics, and photos were used • Placement of images enhances look of site • Images help to promote the speaker's organization/topic and help tell an appropriate story 	<ul style="list-style-type: none"> • One or more images, graphics, and photos used are not relevant or appropriate • Placement of one or more images distracts from look of site • One or more images do not help to promote the speaker's organization/topic or do not relate to story being told 	<ul style="list-style-type: none"> • No images, graphics, and photos used are relevant or appropriate • Placement of images is poor and distracts from look of site • Images do not promote the speaker's organization/topic or distract from story being told 		X 3	
Usability and navigation of site	<ul style="list-style-type: none"> • Site navigation is easy to find, use, and understand • Site navigation flows well between pages and is consistent • All links on site work correctly and can be easily seen • All files are name properly • Site is effective and easy to use 	<ul style="list-style-type: none"> • Site navigation is somewhat easy to find, use, and understand • Site navigation has some errors or is not consistent between pages • One or more links on site do not work correctly • Links cannot be easily seen • Some files are name properly • Site is somewhat effective, but usability could be improved 	<ul style="list-style-type: none"> • Site navigation cannot be found or is confusing to use and understand • Site navigation does not flow between pages • No links present on site or all links on site are broken • No files are name properly • Site is difficult to use 		X 3	
TOTAL POINTS EARNED OUT OF A 100 POSSIBLE						

Opinion Writing Practicum Scorecard

100 POINTS

Chapter	State			Team Number		
INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
Lead/focus	<ul style="list-style-type: none"> Strong lead that draws in audience Lead is engaging, catchy, and original Leads shows strong focus to topic 	<ul style="list-style-type: none"> Lead has 1 or 2 strong elements but loses some focus to topic Shows some signs of originality, but lacks hook to audience 	<ul style="list-style-type: none"> Lead is buried in the writing Lead lacks clear focus of topic Lead is neither original or catchy, too long, etc. 	x 3		
Accuracy of information and quotes	<ul style="list-style-type: none"> Opinion pieces adequately uses multiple sources, ideas, and facts Sources/quotes used are appropriate and have good connection to topic Piece tells a complete story Information is properly attributed 	<ul style="list-style-type: none"> Minor inaccuracies or sources improperly used in opinion piece One or two pieces of information or opinion given without attribution Missing one or two key sources Sources/quotes used have a weak connection to topic 	<ul style="list-style-type: none"> Opinion piece is missing information or has major holes Weak or no sources/quotes used Sources/quotes used have no connection to topic Piece contains multiple unfounded opinions or inaccuracies 	x 3		
Clarity and conciseness	<ul style="list-style-type: none"> Focus of opinion piece is clear Piece makes use of effective words and is descriptive Nothing detracts from focus of the piece Everything contributes to angle/opinion of the piece and its topic 	<ul style="list-style-type: none"> Focus of opinion piece is only somewhat clear Some poor word choice found in piece, passive voice used, slightly wordy or confusing Piece lacks sense of unity throughout Some areas detract from angle/opinion of the piece and its topic 	<ul style="list-style-type: none"> No clear angle/opinion of the piece and its topic Piece rambles, portrays awkward wording or poor word choice Piece contains multiple unclear statements Writing is dull and unfocused 	X 2		
Correct style (AP)	<ul style="list-style-type: none"> 0-2 errors in AP style All attributions/citations use correct AP style 	<ul style="list-style-type: none"> 3-5 errors in AP style 1-2 attributions/citations errors in AP style 	<ul style="list-style-type: none"> 6 or more errors in AP style 3 or more attributions/citations errors in AP style 	X 2		
Takes a position that is supported with evidence	<ul style="list-style-type: none"> Opinion piece takes a strong, clear position on the topic Position is well supported with facts/statistics from press materials to back it up Opinion of writer is well supported by accurate, thorough information connected to the topic 	<ul style="list-style-type: none"> Opinion piece takes a mild, sometimes unclear position on the topic Position is only partially supported with facts/statistics from press materials Opinion of writer is only sometimes supported by accurate information or information is only somewhat connected to the topic 	<ul style="list-style-type: none"> Opinion piece has no clear position on the topic and position is weakly argued Position is not supported with any facts/statistics from press materials Opinion of writer is does not support position with accurate information or information used is not connected to the topic 	X 2		
Header/headline	<ul style="list-style-type: none"> Headline is catchy, original, and unique Headline shows clear connection/tie to position and topic discussed in opinion 	<ul style="list-style-type: none"> Headline is slightly mechanical and does not show much originality Headline is weakly tied to position and topic 	<ul style="list-style-type: none"> Headline is dull and not original Headline makes no connection to position, and topic discussed in opinion piece 	X 2		

INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
	piece – Headline is specific, contains strong, active verbs and uses short, simple words	discussed in opinion piece – Headline is not specific enough, is slightly longer or shorter than needed, or does not contain strong active verbs	– Headline is missing			
Grammar, spelling, punctuation and word choice	– Opinion piece is largely error-free and is well edited – Piece contains no spelling/grammatical errors – Piece includes proper spelling of all names	– Opinion piece contains minor errors but is still readable – Piece contains several (3-5) spelling/grammatical errors – Piece contains 1-2 misspelled names	– Opinion piece contains major errors that interfere with comprehension, – Piece contains several (6 or more) spelling/grammatical errors – Piece contains 3 or more misspelled names	X 2		
Organization and format	– Opinion piece is well organized – Information flows seamlessly from one point to the next and makes use of effective transitions – Makes use of inverted pyramid with information descending in order of importance – Piece is an appropriate length (within word count limit)	– Opinion piece is mostly organized – Information flows somewhat well with a few confusing or weak transitions, – Piece is somewhat abrupt or does not use inverted pyramid fully – Piece is slightly shorter/longer than designated length	– Opinion piece is not organized – Information does not move logically from one point to the next and has no or poor transitions – Piece is choppy or confusing and does not use inverted pyramid – Piece is much shorter/longer than designated length	X 2		
Accomplishment of purpose/ Impact/Effectiveness	– Opinion piece is effective and conveys a well-supported message to readers – Reader is left with a strong call to action and has no doubt about any information	– Opinion piece is somewhat effective but may leave readers with some questions – Piece has a weak call to action or ending	– Opinion piece is not effective but may leave create confusion among readers – Piece has no call to action or not clear ending	X 2		
TOTAL POINTS OUT OF 100 POSSIBLE						

Journalistic Writing Practicum Scorecard

100 POINTS

Chapter	State			Team Number		
INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
Lead/focus	Lead is accurate, draws in audience, engaging, catchy, original	Lead has 1 or 2 strong elements but fails in others, shows some signs of originality	Misses point of story, buries lead, neither original or catchy, too long, inaccurate		x 3	
Accuracy of information and quotes	Adequately uses multiple sources, ideas, and facts, tells complete story, information is properly attributed	Minor inaccuracies or sources improperly used, info or opinion given without attribution, missing key sources, quotes used with weak connection	Missing information, holes, no or weak quotes, unfounded opinions, inaccuracies		x 3	
Clarity and conciseness	Focus of story is clear, makes use of effective words, descriptive, nothing detracts from focus of story, everything contributes to angle of story	Clear writing with some poor word choice, passive voice, slightly wordy or confusing, lacks sense of unity, some areas detract from angle	No clear angle, story rambles, is awkward, poor word choice, unclear statements, dull writing		X 2	
Correct style (AP)	0-2 errors in AP style, attributions done correctly	3-5 errors in AP style, 1 attribution error	6 or more errors in AP style, 2 or more attribution errors		X 2	
Depth of coverage	Strong evidence of good research, adequately presents all sides, all in story are identified, info is accurate and thorough, overall fairness to subjects and sources, bias free	Quotes are interesting and storytelling, presents sides mostly equal, quotes lead to question of bias, minor insertions of opinions	Quotes are short, absent, or weak, ineffective use of quotes, displays unjustifiable bias, relies on stereotype, involves unwarranted opinion		X 2	
Header/ headline	Headline is catchy, is positive and specific, contains strong, active verbs and short, simple words	Headline is slightly mechanical, slightly longer or slightly shorter than needed, headline is slightly vague	Headline is mechanical, too long or too short, has no connection to the story at all, left out or forgotten		X 2	
Grammar, spelling, punctuation and word choice	Largely error-free, well edited, no spelling errors, includes proper spelling of all names	Minor errors but still readable, story is spell checked but contains several grammatical errors	Errors interfere with comprehension, names are misspelled, spelling errors, contains many grammatical errors		X 2	
Organization and format	Information flows seamlessly from one point to next, effective transitions, appropriate length of story, inverted pyramid order with information descending in order of importance	Information generally well ordered with a few confusing jumps, weaker transitions, readable with inconsistent flow, somewhat abrupt or not using inverted pyramid fully	Structure does not move logically from one point to another, no or poor transitions, choppy or confusing, not in inverted pyramid		X 2	
Accomplishment of purpose	Story conveys the full intended message to audience, no doubt about any information	Story has a few confusing parts but mostly leaves readers with a feeling of full information and understanding	Creates confusion among readers, has information missing and is overall unclear		X 2	
TOTAL POINTS OUT OF 100 POSSIBLE						

Presentation Scorecard

175 POINTS

Chapter _____ State _____ Team Number _____

INDICATOR	Very strong evidence of skill 5–4 points	Moderate evidence of skill 3–2 points	Weak evidence of skill 1–0 points	Points Earned	Weight	Total Score
Examples	<ul style="list-style-type: none"> Examples are vivid, precise and clearly explained Examples are original, logical and relevant 	<ul style="list-style-type: none"> Examples are usually concrete, sometimes need clarification Examples are effective, but need more originality or thought 	<ul style="list-style-type: none"> Examples are abstract or not clearly defined Examples are sometimes confusing, leaving the listeners with questions 		X 5	
Confidence in speaking	<ul style="list-style-type: none"> Speaks very articulately Never has the need for unnecessary pauses or hesitation when speaking Speaks at the right pace to be clear Pronunciation of words is very clear and intent is apparent 	<ul style="list-style-type: none"> Sometimes speaks articulately Occasionally has the need for a long pause or moderate hesitation when speaking Speaks at the right pace most of the time, but shows some nervousness Pronunciation of words is usually clear, sometimes vague 	<ul style="list-style-type: none"> Rarely articulate Frequently hesitates or has long, awkward pauses while speaking Pace is too fast; nervous Pronunciation of words is difficult to understand; unclear 		X 3	
Being detail-oriented; provide details	<ul style="list-style-type: none"> Is able to stay fully detail-oriented Always provides details that support the issue to communicate the key concepts of the plan; is well organized 	<ul style="list-style-type: none"> Is mostly good at being detail-oriented Usually provides details that are supportive of the issue to communicate the plan; displays good organizational skills 	<ul style="list-style-type: none"> Has difficulty being detail-oriented Sometimes overlooks details that could be very beneficial to the issue; not enough detail provided; lacks organization 		X 3	
Speaking unrehearsed and naturally	<ul style="list-style-type: none"> Speaks unrehearsed with comfort and ease Speaks effectively without losing focus and with organized thoughts and concise answers 	<ul style="list-style-type: none"> Speaks unrehearsed mostly with comfort and ease, but sometimes seems nervous or unsure Speaks effectively, but has to stop and think and sometimes gets off focus 	<ul style="list-style-type: none"> Shows nervousness or seems unprepared when speaking unrehearsed Seems to ramble or speaks before thinking 		X 3	
All team members participated	<ul style="list-style-type: none"> All team members took an active role in the presentation. 	<ul style="list-style-type: none"> Two to three team members took an active role in the presentation. 	<ul style="list-style-type: none"> One team member took an active role in the presentation. 		X 3	
Use of visual aids	<ul style="list-style-type: none"> Visual aids add clarity and support what is being said during the presentation. 	<ul style="list-style-type: none"> Visual aids add some clarity and support to what is being said during the presentation. 	<ul style="list-style-type: none"> Visual aids add little to no clarity and support to what is being said during the presentation. 		X 3	

INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
Plan	<ul style="list-style-type: none"> Key elements of the media plan are clearly communicated Strong understanding of chosen media is present 	<ul style="list-style-type: none"> Key elements of the media plan are vaguely communicated Vague understanding of chosen media is present 	<ul style="list-style-type: none"> Key elements of the media plan are not communicated Little to no understanding of chosen media is present 		X 3	
Questions and answers	<ul style="list-style-type: none"> Correctly responds to judges' questions Answers show familiarity with subject matter 	<ul style="list-style-type: none"> Is somewhat able to correctly respond to judges' questions Answers show vague familiarity with subject matter 	<ul style="list-style-type: none"> Is unable to correctly respond to judges' questions Answers do not reflect any familiarity with subject matter 		X 12	
TOTAL POINTS EARNED OUT OF 175 POSSIBLE						175