

FINAL PROJECT GRADING RUBRIC – MCOM 10

325 points total (Worth 60 percent of final grade)

PHOTOSHOP HEADER (25 points)

- Includes image representing project
- Contains words or phrases of project name
- Uploaded (.png file) and placed into WordPress page on pulse209.com

OVERALL VIDEO (3-4 minutes) (50 points)

- Meets three-minute threshold
- Contains at least two sources, edited for brevity
- Includes interviews (A-roll), with lower-third titles
- Includes B-roll footage
- Splices footage together in a clear, thoughtful way
- Uploaded to Pulse 209 YouTube and placed into WordPress page on pulse209.com

FOCUSED VIDEO (1-2 minutes) (50 points)

- Meets one-minute threshold
- Contains one source minimum, edited for brevity
- Includes interviews (A-roll), with lower-third titles
- Includes B-roll footage
- Splices footage together in a clear, thoughtful way
- Uploaded to Pulse 209 YouTube and placed into WordPress page on pulse209.com

STORY (50 points)

- Minimum of 600 words
- Provides a narrative arch
- Weaves in quotes
- Uses proper AP style
- Uploaded and placed into WordPress page on pulse209.com

PHOTO GALLERY (25 points)

- Built in RoyalSlider plugin
- Contains 15 images that are non repetitive
- Format chosen works with rest of project
- Includes captions for photographs
- Uploaded and placed into WordPress page on pulse209.com

ADDITIONAL MULTIMEDIA ELEMENT (25 points)

- Contains additional element
- Fits well within the project, doesn't feel out of place
- Uploaded and placed into WordPress page on pulse209.com

MINIMUM STANDARDS (100 points, cannot earn a grade of C without all)

- Three sources in entire project (60)
- Assembled together on WordPress page (20)
- HTML/CSS is done without error (20)