RPW233 Emerging Media in PTW
Evaluation: Video Article (VA)

The checklists indicate project elements where your submission meets expectations, and if applicable, where it still could benefit from further development or continued refinement. (The key to the evaluative comments is included below the checklist.) Your score by category appears in the Project Evaluation to the right.

Project Evaluation

Total Points (200 possible)	#
Content (60 points possible)	#
Design (60 points possible)	#
Professionalism (40 points possible)	#
Revision (40 points possible)	#

Evaluation Criteria: Content

- **#** Memos are framed properly, provide appropriate context & justification for the submission. Final memo provides a link to the video, & requests appropriate action regarding the project.
- **#** Title screen/sequence establishes the topic and author of the VA.
- **#** Video presents a complete, coherent discussion in a 5 minute video.
- **#** Screening doc provides enough content to stand on its own, if necessary.
- **#** VA is supported through appropriate, effective examples and explanations.
- **#** VA introduces viewers to appropriate, useful resources for continuing their exploration of VA topics.
- **#** VA offers takeaways, outcomes, and/or actions to viewers.
- **#** VA presents credits appropriately.
- **#** VA effectively incorporates visual/dynamic content.

Evaluation Criteria: Design & Delivery

- **#** Memos meet format & layout expectations for the genre.
- **#** On-screen materials establish & maintain a strong, consistent visual logic.
- **#** Video is consistently well paced & effectively delivered.
- **#** Video audio & video are clear & free of glitches or production problems.
- **#** Video makes appropriate use of additional music/sound.

Evaluation Criteria: Professionalism

- **#** Submission includes the required, properly labeled files in the appropriate formats & posted to the designated location(s).
- **#** Memos demonstrate appropriate professionalism & attention to detail.
- **#** On-screen materials demonstrate appropriate professionalism & attention to detail.
- **#** Written & spoken content are grammatically sound, properly punctuated.
- **#** Written & spoken content are stylistically appropriate (economical, direct), & utilize audience-appropriate terminology.

Evaluation Criteria Key

- **1** exemplary, minor flaws only
- **2** strong, much more successful than not
- **3** evident, would benefit from more revision
- **4** particularly weak, needs significant work
- **5** missing or greatly misunderstood
- **na** does not apply to this submission