

Assessment of Multimedia Stories

Instructor

Course

Section #

Students

Semester

Year

Date

Assignment Notes

For each component, please indicate the number of assignments that demonstrate each level of competence.

Write "NA" if an item does not apply (for example, the audio item might not apply to a slideshow).

		Poor / Unaccepta ble 1	Fair / Needs improvement 2	Competent for training level 3	Exceeds expectations 4	Professional quality 5
Print story rubric	Newsworthiness Story is fresh/unique and has a newsworthy lead and local focus. Story reflects timeliness, impact or prominence.					
	Sourcing At least half the story consists of direct and paraphrased quotes from two or more authoritative, credible, expert (best available) interview sources.					
	Content Story uses an appropriate structure and is accurate, focused, orderly, precise, thorough (no unanswered Qs), and flows well.					
	Mechanics Deadline met. Story consistently uses proper spelling, grammar, punctuation and AP style.					
	Diversity Story effectively and sensitively reflects perspectives of all stakeholders, including any diverse populations that may be affected.					
Audio-video piece(s)	Audio Clarity Audio is clear, consistent, and faded where appropriate. Good mix of sound bites and natural sound.					
	Photo Mechanics Consistent image quality. Appropriate cropping, sizing, lighting, sharpness, and contrast. No awkward angles or distracting visuals/noise.					
	Video Mechanics Tight editing. Sound bites appropriate length. No shaky footage, jump cuts, flash frames. Uses title and credit pages. Sufficient use of relevant b-roll.					
	Overall A/V Content Clear, engaging, sharp focus, answers all Qs, has emotional element, logical/smooth flow, solid sourcing or captioning.					

