

Name:

Audio/Video Article Rubric

	Accomplished (4 points)	Skilled (3)	Developing (2)	Needs Improvement (1)
Lead	Lead is original and catchy; fits well with the rest of the story; invites readers into the piece; contains a strong nut graph if lead is not a summary lead	Lead is appropriate to story and fairly effective at getting attention; shows some signs of originality; contains an effective nut graph, if necessary	Lead is adequate but not extremely catchy or original; or there is no nut graph, even though it is necessary	Lead is neither original nor catchy; is boring, overused or trite, or is inappropriate to story; no nut graph
Argument/ Stance (Argumentative) Evidence/ Research (News-driven)	Writer presents a clear and compelling argument, reviews the importance of said argument, and continues to prove their side of the argument thoroughly and completely throughout piece. Evidence/Research is diverse, apparent, clear, and used effectively to bring perspective and authority to story.	Missed one criteria.	Missed two criteria.	Missed three or more criteria.
Details/ storytelling	Writer uses details from the source material, other accounts, or interviews/ observations to bring argument to life. Writer uses storytelling/anecdotes to create compelling story for audience.	Missed one criteria.	Missed two criteria.	Missed three or more criteria.
Effective Organization (structure)	Story is in inverted pyramid form with info in descending order of importance; strongly organized with clear transitions and logical connections that create a sense of being tightly woven together	Story is organized and most transitions and connections are clear, but either organization is somewhat lacking or the sense of flow is somewhat abrupt or story is not in inverted pyramid	Story lacks strong organization, jumps around too much or lacks effective transitions; not in inverted pyramid	Story is choppy; organization is unclear; few effective transitions; not in inverted pyramid
Clear Focus (content)	Focus of story is clear; nothing detracts from primary focus; everything contributes to overall angle	Focus is fairly clear but on or two areas detract from the primary angle	Story lacks strong sense of unity and focus; several areas seem to detract from angle	No clear angle; story is rambling and awkward
Interesting/ Effective Visual Style	Piece is edited for cohesion and engagement, uses multiple angles/ images/text/clips to bring compelling nature to piece. Work is effective and nothing seems out of place given content and purpose.	Missed one criteria.	Missed two criteria.	Missed three or more criteria.
AP Style	NO errors in journalistic style (quotes, dates, scores, numbers, money, percents, time, commas, etc.); short paragraphs; quotes stand alone	Has few (one or two) errors in journalistic style; or may have non-journalistic paragraph structure	Has several errors in journalistic style or non-journalistic paragraph structure	Has many errors in journalistic style and/ or non-journalistic paragraph structure
Mechanics	Story is well edited and virtually flawless; NO speaking errors; includes the proper pronunciation or writing of all names	Story is checked and all names are correct; contains few grammatical/topical errors	Story is checked and all names are correct; contains several topical/ grammatical errors	Names are misspelled/ mispronounced; or spell check was not run; or contains many grammatical errors
Formatting	Story is formatted correctly with adequate editing, visual/audio content. Article uses compelling elements of style, such as image, captions, sidebars, pull quotes, etc. to create a compelling experience.	Missed one criteria.	Missed two criteria.	Missed three or more criteria.
Deadline	Submitted using appropriate channels by the due date.			Not submitted on time or through inappropriate channels.

Overall Score:

/40

Days Late:

x2 point penalty