**“Mastering the Basics” Video  
  
Overview of Project:** The objective of this project is to demonstrate that you have mastered the concepts in Video Communications 1. This project must be completed before the class may move on to independent projects.

**Your finished video must include each of the following:**

1. Segment demonstrating mastery of CAMERA SETTINGS and an explanation of what each is used for:

* Change of focus in a continuous shot (rack focus)
* Change of white balance
* Change of iris (exposure) to show control of the amount of light entering the camera

1. Segment demonstrating mastery of CAMERA MOVEMENT and explanation of what each is used for:
   * Zoom
   * Pan
   * Dolly
   * Tilt
   * Track
2. Segment demonstrating mastery of SHOT TYPES and explanation of what each is used for:
   * XCU
   * CU
   * MS
   * WS
   * Establishing Shot
3. Segment demonstrating mastery of COMPOSITION and explanation of the importance of each:
   * Rule of Thirds
   * Head room
   * Nose room (leading room)
   * Continuity of Motion

Notes:

**“Mastering the Basics” Rubric**

**Assessment: Total 50 points**

|  |  |  |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |  |  | Comments |
| General Practices | Equipment Management  Group treated equipment responsibly, properly signed in & out, returned equipment to proper locations, etc. Tape/card is labeled & kept in tape case. |  | 1 | 2 | 3 | 4 | 5 |  |  |
| Time on task  Group spends entire available time working on video, overcomes problems and challenges, students are in correct location, do not disrupt others and return to classroom on time. |  | 1 | 2 | 3 | 4 | 10 |  |  |
|  |  |  |  |  |  |  |  |  |  |
| Creating the Video | Editing  No jump cuts, no blank spots, no unintentional shots/inclusions in final product. Lip synch matches song lyrics. |  | 1 | 2 | 3 | 4 | 5 |  |  |
| Focus & White Balance  All shots are in focus and correct white balance setting was used. |  | 1 | 2 | 3 | 4 | 5 |  |  |
| Lighting & Exposure  All shots demonstrate successful lighting and exposure. Subject of shot is easily visible and well-lit. |  | 1 | 2 | 3 | 4 | 5 |  |  |
| Camera Motion  Camera is steady; effort was made to stabilize the shot. |  | 1 | 2 | 3 | 4 | 5 |  |  |
| Length of Shot  Each shot is long enough for the audience to see the action, but not so long as to slow the pacing of your video. |  | 1 | 2 | 3 | 4 | 5 |  |  |
| Composition  Rules of good composition are followed (especially: action, depth, simple backgrounds, rule of thirds, lead room, head room, etc.) |  | 1 | 2 | 3 | 4 | 5 |  |  |
|  |  |  |  |  |  |  |  |  |  |
| Screening | Use of Storyboards  Final Shots must match storyboards created in planning stage. |  | 1 | 2 | 3 | 4 | 5 |  |  |
| Final Package  Final submission must include any storyboards Final Video, Reflections from each crew member and **this Rubric**. |  | 1 | 2 | 3 | 4 | 5 |  |  |