

Assessment Artifact

CTVC054 Visual Communication IV

SLO:

1. **Explain the common vocabulary of video production.**
2. Identify the components of a digital video camera.
3. Create a video piece that communicates a planned message.

Method/Tool: Individual students will create an electronic presentation on the vocabulary of video production.

Criteria: 80% of the students will score 70% or better on the rating sheet below.

Student #: _____ **School** _____ **Date:** _____

SLO	Criteria		Yes	No
2	1	Created an electronic presentation (PowerPoint/Keynote/Prezi, etc.)		
2	2	Include and define the term: Pre-Production		
2	3	Include and define the term: Production		
2	4	Include and define the term: Post Production		
2	5	Include and define the term: Three Point Lighting		
2	6	Include and define the term: Medium Shot		
2	7	Include and define the term: OTS (Over the shoulder) Shot		
2	8	Presentation delivery was clear with proper eye contact.		
2	9	Include slide transitions in electronic presentation.		
2	10	Presentation was organized in a logical sequence.		

_____ out of 10 **TOTAL SCORE:** _____ %

Comments/ notes:
