

WRD 110 * Documentary Grading Rubric

Name: _____

Time: _____

	Excellent	Strong	Fair	Needs Work
Content	Unique and effective concept that focuses on presenting new ideas. Provides clear explanation of an individual/community and their unique representation of difference.	Concept is largely unique and effective, presents new ideas, provides a clear explanation of an individual/community and their unique representation of difference, but this likely could have been done more effectively.	Concept is somewhat unique and effective, presents new ideas, provides a clear explanation of an individual/community and their unique representation of difference, but this could have been done more effectively.	Concept is not unique or effective, does not present new ideas, and does not provide a clear explanation of an individual/community and their unique representation of difference.
Detail/Development	Demonstrates an in-depth analysis of the individual/community, their story, and the cultural and historical issues surrounding and suggested by their story. Details are specific, interesting, and thoroughly explained.	Demonstrates a largely in-depth analysis of the individual/community, their story, and the cultural and historical issues surrounding and suggested by their story. Most details are specific, interesting, and thoroughly explained, although some elaboration may be necessary.	Demonstrates a somewhat in-depth analysis of the individual/community, their story, and the cultural and historical issues surrounding and suggested by their story. Some details are specific, interesting, and thoroughly explained, but significant elaboration may be necessary.	Does not demonstrate an in-depth analysis of the individual/community, their story, and the cultural and historical issues surrounding and suggested by their story. Few to no details are specific, interesting, and thoroughly explained. Elaboration is necessary throughout.
Ethics of Representation	Makes a conscious effort for an ethical representation of the individual and an objective and compassionate articulation of their story.	Largely makes a conscious effort for an ethical representation of the individual and an objective and compassionate articulation of their story.	Makes a somewhat conscious effort for an ethical representation of the individual and an objective and compassionate articulation of their story, but there may be areas that need improvement.	Does not make a conscious effort for an ethical representation of the individual and an objective and compassionate articulation of their story. May unintentionally be viewed as offensive by the subject.
Organization	Demonstrates a clear argument and conforms to the project guidelines. Has a clear structure that includes an introduction, an explanation of/articulation of the story, and a conclusion.	Largely demonstrates a clear argument and conforms to the project guidelines. Has a mostly clear structure that includes an introduction, an explanation of/articulation of the story, and a conclusion.	Somewhat demonstrates a clear argument and conforms to the project guidelines. Has a somewhat clear structure that includes an introduction, an explanation of/articulation of the story, and a conclusion, but still may need improvement.	Does not demonstrate a clear argument or conform to the project guidelines. Structure may be disjointed or unclear.
Style	Makes effective use of visuals and transitions that add substantially to the project goals. Demonstrates competence with technology and an understanding of visual rhetoric. Develops a	Largely makes effective use of visuals and transitions that add substantially to the project goals. Demonstrates relative competence with technology and an understanding of visual rhetoric.	Makes somewhat effective use of visuals and transitions that add substantially to the project goals. Demonstrates some competence with technology and an understanding of visual rhetoric.	Does not make effective use of visuals and transitions that add substantially to the project goals. Does not demonstrate competence with technology and an understanding of visual rhetoric. Does not develop a

	complex use of visuals and audio including effectively using juxtaposition, “B” roll, various camera angles and multiple perspectives. Engages in some risk taking – explores the possibilities of using visuals and audio in both conventional and unconventional ways that adds to the narrative.	Develops a largely complex use of visuals and audio including effectively using juxtaposition, “B” roll, various camera angles and multiple perspectives. Engages in some minor risk taking – explores the possibilities of using visuals and audio in both conventional and unconventional ways that adds to the narrative.	Develops a somewhat complex use of visuals and audio including effectively using juxtaposition, “B” roll, various camera angles and multiple perspectives. Engages in minimal to no risk taking – explores the possibilities of using visuals and audio in both conventional and unconventional ways that adds to the narrative. Needs improvement in all areas.	complex use of visuals and audio including effectively using juxtaposition, “B” roll, various camera angles and multiple perspectives. Engages in no risk taking – does not explore the possibilities of using visuals and audio in both conventional and unconventional ways that adds to the narrative.
Research integration	Research is effectively and interestingly integrated into the documentary.	Research is largely effectively and interestingly integrated into the documentary, but there could be ways in which that process could have been improved.	Research is somewhat effectively and interestingly integrated into the documentary, but there are definitely ways in which that process could have been improved.	Research is not effectively or interestingly integrated into the documentary.
Length Requirement	Meets assigned length requirement.	Over length requirement by 30 seconds.	Under length requirement by 30 seconds.	Over or under length requirement by more than 30 seconds.