

# SEVA Documentary Rubric

100 Points Possible

An in-depth educational study of any program length about classroom curriculum topics, issues or people in current events or history.

YouTube playlist of examples: <https://www.secctv.org/doc>

| Educational Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 10                                                                                    | 8                                                                                        | 6                                                                              | 4                                                                             | 2                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| <b>An exceptional Documentary contains ALL of the following:</b><br><b>(A)</b> The content includes a clear statement of purpose or theme and is creative, compelling and clearly written. <b>(B)</b> A variety of interviews and supporting information from cited reliable sources that contribute to understanding the project's main idea. <b>(C)</b> All media elements including b-roll, voiceover, soundbites and graphics provide strong support for the point of view. <b>(D)</b> The information is presented in a logical order. | Exceptional educational content. The video contains all 4 of the elements.            | Strong educational content. The video contains 3 of the elements.                        | Average educational content. The video contains 2 of the elements.             | Weak educational content. The video contains 1 of the elements.               | The video contains none of the elements.                                        |
| Spelling/Grammar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 10                                                                                    | 8                                                                                        | 6                                                                              | 4                                                                             | 2                                                                               |
| Video title and description should be thoughtful and accurate. Are there any typos? Are complete sentences used?                                                                                                                                                                                                                                                                                                                                                                                                                            | No spelling, grammar, or punctuation errors. Video description is very detailed.      | A few spelling, grammar, and punctuation errors. Video description is somewhat detailed. | A few spelling, grammar, and punctuation errors. Video description is minimal. | Many spelling, grammar, and punctuation errors. Video description is minimal. | Many spelling, grammar, and punctuation errors. Video description is too vague. |
| Story Structure                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 10                                                                                    | 8                                                                                        | 6                                                                              | 4                                                                             | 2                                                                               |
| Does the video have a beginning, middle, and end?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | The video is well developed with an engaging hook, dynamic climax, and strong ending. | The video is well developed with a rising climax and clear resolution.                   | The video has a clear beginning, middle and end.                               | The video is missing an intro or ends abruptly.                               | There is no intro and no ending.                                                |

| Shot Quality                                                                                                                                                                                                                                                                                                                                                                                                                           | 10                                                                                                                                                                                                                                  | 8                                                                                                                                                            | 6                                                                                                                                                                                                                  | 4                                                                                                                                         | 2                                                                                               |
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| Are the shots well composed with good framing (rule of thirds, proper headroom, leading looks, tripod used when needed). Easy to see the action of the video with a good exposure/lighting?<br><br><b>*AI/Stock Footage:</b> Up to half the video may include AI/stock footage. If more than 50% is AI/stock footage, the entry will not be able to earn any of these points. Entries that are 100% AI generated will be disqualified. | All shots were filmed with a steady camera, excellent headroom, rule of thirds, and leading looks. All scenes have sufficient lighting for viewer to easily see action. Lighting or framing is used creatively for dramatic effect. | Most shots are filmed with a steady camera, excellent headroom, rule of thirds, and leading looks. Most scenes have been lit or have proper lighting levels. | Some shots are filmed with a steady camera, excellent headroom, rule of thirds, and leading looks. Some scenes could benefit from improved lighting by adding/moving lights, bounce discs or a different location. | Few shots are filmed with a steady camera, excellent headroom, rule of thirds, and leading looks. Only ambient (available) light is used. | The shot quality makes it hard to follow the story or determine what is happening in the video. |
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| Visual Variety                                                                                                                                                                                                                                                                                                                                                                                                                         | 10                                                                                                                                                                                                                                  | 8                                                                                                                                                            | 6                                                                                                                                                                                                                  | 4                                                                                                                                         | 2                                                                                               |
| A mix of different shot types (tight, medium, wide, low angle, high angle, moving, static, b-roll, interview, graphics)                                                                                                                                                                                                                                                                                                                | 5 or more different shot types were used.                                                                                                                                                                                           | 4 different shot types were used.                                                                                                                            | About 3 different shot types were used.                                                                                                                                                                            | 2 different shot types were used.                                                                                                         | Only 1 shot type was used.                                                                      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                     |                                                                                                                                                              |                                                                                                                                                                                                                    |                                                                                                                                           |                                                                                                 |
| Editing                                                                                                                                                                                                                                                                                                                                                                                                                                | 10                                                                                                                                                                                                                                  | 8                                                                                                                                                            | 6                                                                                                                                                                                                                  | 4                                                                                                                                         | 2                                                                                               |
| How is the video edited? How is the edit pace and timing?                                                                                                                                                                                                                                                                                                                                                                              | Exceptionally skilled use of advanced editing techniques such as cutaways, multiple camera angles and use of transitions. Exceptional pacing and timing throughout the piece.                                                       | Skilled use of editing techniques such as cutaways, multiple camera angles and use of transitions. Good pacing and timing throughout the piece.              | Clean, basic editing with appropriate transitions. Good pacing but certain areas could be improved.                                                                                                                | Minimal editing. Pacing was inconsistent.                                                                                                 | Numerous editing errors or movie is incomplete. There was no predictable pace to the edit.      |
|                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                     |                                                                                                                                                              |                                                                                                                                                                                                                    |                                                                                                                                           |                                                                                                 |

| Audio                                                                                                                                                                                                                            | 10                                                                                                                       | 8                                                                                          | 6                                                                                                    | 4                                                                                                   | 2                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| Audio levels set correctly? Good music choice? If no music was used in the video, was that a good choice? Please score that decision instead.                                                                                    | All audio can be easily heard and all audio levels are even. Music is very well suited to the topic.                     | All audio can be easily heard and most audio levels are even. Music is good for the topic. | Most audio can be easily heard and audio levels are inconsistent. Music is well suited to the topic. | Some audio can be easily heard and the audio levels are uneven. Music could be suited to the topic. | Almost none of the audio can be easily heard and audio levels are very uneven. Music is not suited to the topic. |
|                                                                                                                                                                                                                                  |                                                                                                                          |                                                                                            |                                                                                                      |                                                                                                     |                                                                                                                  |
| Graphics                                                                                                                                                                                                                         | 10                                                                                                                       | 8                                                                                          | 6                                                                                                    | 4                                                                                                   | 2                                                                                                                |
| How was the spelling and grammar? Graphic parameters to consider: great choice of font, position, size, color and background? If no graphics were used in the video, was that a good choice? Please score that decision instead. | All graphics were spelled correctly with proper grammar and punctuation and all five of the graphic parameters were met. | One spelling and/or grammar issue and only four of the parameters are met.                 | Two spelling and/or grammar issues and only three of the parameters are met.                         | Three spelling and/or grammar issues and only two of the parameters are met.                        | Multiple spelling and/or grammar issues and almost none of the graphic parameters are met.                       |
| <b>If no graphics were used in the video, was that a good choice? Please score that decision instead.</b>                                                                                                                        | The subject matter did not need any graphics. It was a good choice to not use graphics for this video.                   | -                                                                                          | Some graphics could have strengthened the overall message.                                           | -                                                                                                   | The video definitely needed more graphics to convey the message.                                                 |
|                                                                                                                                                                                                                                  |                                                                                                                          |                                                                                            |                                                                                                      |                                                                                                     |                                                                                                                  |
| Creativity                                                                                                                                                                                                                       | 10                                                                                                                       | 8                                                                                          | 6                                                                                                    | 4                                                                                                   | 2                                                                                                                |
| Was this video creative?                                                                                                                                                                                                         | The video is extremely creative in its concept and delivery.                                                             | The video is very creative in its concept and delivery.                                    | The video is somewhat creative in its concept and delivery.                                          | The video is a little creative in its concept and delivery.                                         | The video is not creative in its concept and delivery.                                                           |
|                                                                                                                                                                                                                                  |                                                                                                                          |                                                                                            |                                                                                                      |                                                                                                     |                                                                                                                  |
| Overall Impression                                                                                                                                                                                                               | 10                                                                                                                       | 8                                                                                          | 6                                                                                                    | 4                                                                                                   | 2                                                                                                                |
| Would you encourage others to watch this video? Does it fit this category?                                                                                                                                                       | Exceptional video that everyone should watch as a SEVA example in this category.                                         | Strong video that everyone should watch as a SEVA example in this category.                | Good video that has several positive components, but could be improved.                              | Video that needs major improvements/modifications.                                                  | This video isn't ready to be shared yet and doesn't fit in this category.                                        |