**Music Video Evaluation**

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| **Description** | | **Comments** | **Levels** |
| **Music Video Pro Presentation - Research | Critical Analysis** | | | |
| **Introduction**   * **Clear concise information** about the band, song, and production company has been given. | |  | **-1-2-3-4-** |
| **Technical Explanation**   * Discussion about the video, song, and content provides the audience with **insightful information** that **increases creative knowledge** and understanding. | |  | **-1-2-3-4-** |
| **Storyboard | Planning & Process** | | | |
| **Detail of Shots & Organization**   * The storyboard effectively selects **key shots** and moments to communicate **camera angles** and **techniques.** * The **sequence of events** is clearly mapped out. The storyboard includes important elements such as plot, characters, setting, conflict, and conclusion. | |  | **-1-2-3-4-** |
| **Content & Appearance**   * The **storyboard** focuses on directing the narrative and storytelling conventions. * The storyboard uses a **strong layout**, design, and colour to enhance its **visual appeal.** * **Visuals-** The presentation uses strong visuals. Pictures give a good sense of setting, locations, and main characters. | |  | **-1-2-3-4-** |
| **Music Video - Studio | Application of Skills** | | | |
| **Technical Skill**   * Video uses a variety of camera angles and lighting techniques. Attention to picture quality is evident. * Effort and skill has been show with camera work, audio, lighting, and composition | |  | **-1-2-3-4-** |
| **Artistic Achievement**   * Plot, direction and overall style have been achieved * The video tells a captivating story through music and action | |  | **-1-2-3-4-** |
| **Final Slide Presentation**   * **Organization:** The PowerPoint is organized in a logical and thoughtful manner. The presentation provides a clear analysis of planning and editing. * **Communication:** Voice has a high degree of clarity and effectiveness. Body language and eye contact are used to keep audience attention. * **Team Work-** Were tasks evenly distributed among the group? Did a leader emerge? How did the roles get assigned? Was the project completed early, on-time, or late? | |  | **-1-2-3-4-** |
| **Overall Level** | | |  |