

Video Production Proposal Rubric

A superior proposal: 100 points.

1. Contains a solution that appears to meet the clients needs; the outline and script generally stick to that solution, unless changes were approved by the client.
2. Contains a complete outline of the proposed video.
3. Includes a complete script of the proposed video. The script is in standard two-column format with detailed information on what video is seen and what sound is heard, and contains no grammatical or factual errors.
4. Uses a creative and original concept that appears likely to do a good job communicating the solution of the client's needs. *This assessment is subjective and may require the client's assistance.*

A standard proposal: 85 points.

1. Contains a solution that appears to meet the clients needs; the outline and script generally stick to that solution, unless changes were approved by the client.
2. Contains a complete outline of the proposed video.
3. Includes a complete script of the proposed video. The script is in standard two-column format with detailed information on what video is seen and what sound is heard, and contains no grammatical or factual errors.
4. Uses a concept that may sound similar to existing video projects (such as commercials) with which students are familiar, or that appears less realistic in communicating the solution of the client's needs. *This assessment is subjective and may require the client's assistance.*

A substandard proposal: 75 points.

1. Contains a treatment but:
The solution was not approved by the client; or
Changes suggested by the client were not incorporated into a final treatment; or
The outline and script vary widely from the treatment.
2. Contains a less-than-complete outline of the proposed video.
3. Includes a script, but:
It may not be in the standard format; or
It lacks detailed information on what is seen and heard; or
It contains errors.
4. Uses a concept that is too simple, too obviously borrowed from existing productions, or too childish for practical purposes. The concept does not do a good job communicating the solution of the client's needs. *This assessment is subjective and may require the client's assistance.*

A failing proposal: 50 points.

1. Has no treatment, outline, or script, or has some or all of these items with most or all detail lacking.