

Television and Film Producing

Personal Statement Submission Rubric

| | Excellent 33 Points | Good 25 Points | Fair 17 Points | Poor 8 Points |
|--------------------------------|---|--|--|---|
| Storytelling Skill | The statement is engaging with good use of narrative. | The statement is understandable with some use of narrative. | Overall, the statement is interesting, but needs improvement. | Overall, the statement is not understandable. |
| Ability to Communicate Clearly | Statement was very creative. Appearance is neat and clear. | Statement was somewhat creative. Appearance is acceptable. | Statement was somewhat creative. Appearance is not thought out. More time was needed to show effort and to create representation of the topic. | Statement was not creative. Appearance is only somewhat neat or not neat at all. Not thought out or evidence of effort was not shown. |
| Passion for Subject | Representation was very creative. Appearance is neat, well thought out, engaging, and interesting. Effort is evident. | Representation was creative. Appearance is neat, well thought out, engaging, and interesting. Effort is evident. | Representation was somewhat creative. Appearance is neat but not thought out. More time was needed to show effort. | Representation was not creative. Appearance is only somewhat neat or not neat at all. Not thought out or evidence of effort was not made. |