

ELTU 3415 English through Food Assignment

the purpose is somewhat clear and
could be more elaborate

3: Food Programme Video— Grading Descriptors

| Criteria | Exemplary A/A- (80 or above) | Competent B+/B (72-79) | Developing B-/C+ (64-71) | Needs Improvement C/C-/D+/D (50-63) |
|--|---|--|--|---|
| Content 30% (Group/ Individual) 23.95 | -Food-related topic is creative and original with significance established -Purpose of video is clearly conveyed with sufficient context and background - Location(s)/set(s) are well-chosen with appropriate props, interviewees, or other supports to adequately explore topic - Ample information from suitable sources is clearly communicated in spoken and written text with elaboration, details and examples, deepening the audience's understanding of the topic -Video substantially comprised of original footage with sourced media used sparingly to enhance content | -Significance and originality of topic is somewhat evident, though the purpose may not be clear and lacks adequate context and background - Location(s)/set(s) may be limited for the context and lack appropriate supports to sufficiently explore topic -Information about the topic may be somewhat limited or inaccurate, lacking satisfactory detail or explanation; some written content may be missing where needed -Video comprised of mostly original footage with some over-reliance or inappropriate use of sourced content | -Topic, purpose and significance is somewhat unclear, with missing, inadequate or irrelevant background and context - Essential location(s) and supports to adequately present topic are very limited or missing - Information is limited in scope and elaboration from few or unreliable sources; written text is mostly missing where needed - Video lacks adequate original footage with an over-reliance of sourced content, which may be inappropriate or unnecessary | -Topic, purpose and significance is unclear and lacks essential background and context -Essential location(s) and supports to explore topic are missing -Key information, details and elaboration of main ideas are missing, with little to no research consulted and presented; lacks adequate spoken content with little to no written text -Original filmed content is very limited or missing with an excess of sourced content |
| Organization 20% (Group/ Individual) 17 | -Information is presented in a smooth and logical sequence with appropriate pacing and effective transitions and signposting to achieve overall coherence -Video contains an engaging opening, well-organized body and a memorable conclusion | -The flow of information is not always smooth or appropriately paced within and across sections, at times lacking effective signposting and transitions -Opening and conclusion is largely complete, engaging and memorable; body is mostly well-organized | -Content within and across sections is often only loosely connected, inappropriately paced, and lacks smooth transitions and signposting -Opening and conclusion may be incomplete or hastily compiled; body is disorganized at times | -Content within and across sections is not well-connected and lacks smooth transitions and signposting; inappropriate pacing negatively impacts content - Opening and conclusion is missing or very limited; body is disorganized and incomplete |
| Language 30% (Individual) 26.5 | -Spoken content is expressed in fluent, accurate English with very few errors (grammar, vocabulary, pronunciation, intonation), using appropriate language for the context -All written text in video is error-free | -Spoken and written content may at times be inappropriate for the context and contains some lapses in grammar, vocabulary, pronunciation and intonation, but none which hinder meaning | -Spoken content and written text are often inappropriate for the context and contains several lapses in grammar, vocabulary, pronunciation and intonation, somewhat hindering meaning | -Spoken content and written text is inappropriate and contains frequent lapses in grammar, vocabulary, pronunciation and intonation, hindering meaning and content |

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| Audiovisual Presentation 20% (Group/ Individual) 15 | -Camerawork, lighting, sound, music and editing of video are smooth, consistent and professional -Video is enhanced with attractive and appropriate audiovisual elements in line with the theme -All necessary information and acknowledgement of sources is presented in titles, subtitles, end credits and other visual cues | -Camerawork, lighting, sound, music, and editing are mostly smooth and professional, but at times uneven -Video contains some audiovisual elements to enhance presentation, but may be inappropriate to the theme -Some key information or source acknowledgement may be missing from titles, subtitles or end credits | -Camerawork, lighting, sound, music and editing appear unprofessional or uneven, undermining the content -Video employs limited audiovisual elements to enhance presentation or build theme -Key information is often missing from titles, subtitles or end credits | -Video content is frequently undermined by unprofessional camerawork, lighting, sound, music and editing -Video contains little or no audiovisual elements to complement theme -Key information is largely missing from titles, subtitles and end credits |
|--|--|--|--|---|

82.45/100

A-

in-text citations and references are missing

A good title

Great visual transitions

Excellent language and verbal delivery skills