DMA 327 "Drama Project" Grading Criteria

Focus - all the shots are in sharp focus, i.e., no blurred or soft shots.

Exposure – all the shots are properly exposed, i.e., none too hot, none too dark.

White Balance – all shots have the proper color balance, i.e., no yellow cast or blue cast.

Camera Framing - framing of the image was optimum and usually delivered the "punch line" on time, rather than arriving too late, leaving prematurely, or going past the punch line.

Art Design – the scene locations have appropriate and aesthetically pleasing background scenery and props that fit the subject of the drama.

Lighting – the scenes and each shot in a scene have appropriate back light, key light, fill light, and background light for a professional *"real TV"* look. Outdoor scenes were filmed at the *"right time of the day"* for optimum quality.

Scene Coverage – does each scene have the necessary variety of shots, i.e., master shot, OS shots for each character, CU shots for each character, and reaction shots.

Scene Consistency – do all the shots within a scene have the same quality, i.e., same color, texture, exposure, etc.? In other words, do all the OS and CU shots match the master shot for the scene, or do some shots look like they were filmed at a completely different time?

Editing - overall pace of the production keeps audience interested, rather than being too slow or too fast. Good timing in delivering the appropriate shot at the right time.

Continuity – does each scene look like it was shot live with multiple cameras, i.e., no jump cuts, or do some of the shots lack continuity in posture, hair position, facial expression, or props with the preceding shot?

Audio Level Consistency – are the audio levels of each character's dialogue always at their optimum level, or are there noticeable parts that are softer or louder?

Audio Mix - is the overall mix of dialogue, ambience, sfx, and music properly balanced, or do some tracks such as the music or ambience overpower and mask the dialogue at times?

Title Design - titles were legible, easily readable, and aesthetically deigned to render a "professional look", rather than a primitive "token effort" look. Titles were designed for optimum placement on the screen. Font style and color were appropriate for the subject in the shot.

Entertainment Value – enjoyable to watch. Attracts and holds the interest of the average TV audience.

Communicative Value - the drama production delivers the desired message and emotional effect to the general TV audience.