

Television and Film Production Management

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.