

Final Project Guidelines

A. Final Project (Teams of 2~3): Question - "How can we help student clubs recruit Korean international students?"

Students will present a promotional video on a UCLA student club to Korean international students. The project includes the following components: (1) interviewing 2 Korean international students regarding their interest in student clubs; (2) interviewing a student club leader (to collect information about the student club & coordinate to share your promotional video); (3) writing a script and creating a promotional video introducing a student club to Korean international students.

B. Grading Criteria

Interviews of 2 Korean Native Speakers (in Korean) – audio/video file & summary in Korean	200 points
Interview of a student club leader (English) – audio/video file & English summary	100 points
Script: #1 draft (student club information & interviews)	200 points
Video clip (5-7 minutes, preferably a MOV, WMV, or MP4 file) with <u>English subtitles</u>	500 points
Total	1,000 points

C. Important Dates:

1. Submit the results of interviews and the audio/video files (Course Website or Google Drive) - due 10/27 (Friday) 5pm
2. Submit the script via Google Doc - due 11/17 (Friday) 5pm
3. Final Project Presentation (Submit your final script & a video file by 9am) – 12/7 (Thursday)

D. Scoring Rubric

(1) Rubric for each Korean Interview & summary [*Grading of English interview will be based on content & task completion]

	Exemplary (25)	Proficient (20)	Incomplete (15)
Use of language (vocabulary and grammar)	Use phrases and sentences correctly	Use phrases and sentences correctly most of time	Did not use phrases and sentences correctly
Interview content & summary	Ideas are clearly understood and stated	Ideas are generally understood	Ideas are vague and unclear
Fluency/ Pronunciation	Use natural intonation and hesitation, appropriate to the level; Consistently clear & comprehensible	Speech is generally fluid with appropriate pausing and intonation; Generally understood with a few errors	Speech is often repetitive with frequent pauses; Understood with occasional difficulty
Task completion/ Timeliness	Meets all the task requirement; Submitted on time.	Meets most of the task requirements; Some deadlines were not met	Meets some of the task requirement; Deadlines were not met.

Final Project Guidelines**(2) Rubric for the Script**

	Exemplary (25)	Proficient (20)	Incomplete (15)
Language	Use phrases and sentences correctly; Use proper and varied vocabulary all the time	Use phrases and sentences correctly most of time; Use proper and varied vocabulary most of the time	Do not use phrases and sentences correctly; Often repeat the same expressions; use a limited range of vocabulary
Spelling and punctuation	Spells words correctly with correct punctuation.	Spells words with a few errors; uses punctuation with a few errors	There are frequent errors in spelling and function
Organization	Ideas are clearly stated with proper transition	Ideas are generally understood	Ideas are vague and unclear in delivery
Task completion/ Timeliness	Meets all the task requirement; All project deadlines were met.	Meets most of the task requirements; Most project deadlines were met.	Meets some of the task requirement; Most deadlines were not met.

(3) Scoring Rubric for the Video

	Exemplary (25)	Proficient (20)	Partially Proficient (15)
Content/ Organization	The content includes a clear statement of purpose/ theme and is creative, compelling and clear. Includes properly cited sources.	The content includes a clear point of view with a progression of ideas and supporting information. Includes properly cited sources.	The content does not present a clearly stated theme. Includes few citations and few facts.
Language	used rich and varied vocabulary and grammar, with minimal errors (comprehension not affected)	used a moderate variety of vocabulary and grammar, with occasional errors (comprehension not affected)	used limited vocabulary and grammar Errors sometimes interfere with comprehension
Teamwork	All students on the team contributed to the discussion and were part of the final project.	Most of the students on the team contributed to the discussion and were part of the final project.	Most of the students on the team contributed at some level, but a majority of the work was done by one or two.
Quality /Timeliness	The video was well edited and moves smoothly from scene to scene. Audio and other enhancements were well used.; All project deadlines were met.	The video is still somewhat choppy. Audio and other enhancements were utilized, but not for maximum effect; Most project deadlines were met.	The video was very fragmented and choppy with little to no audio reinforcement.; Many project deadlines were not met.