

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 3, năm học 2024-2025

I. Thông tin chung

Tên học phần:	Sáng Tạo Nội Dung		
Mã học phần:	72MRKT40373	Số tín chỉ:	3
Mã nhóm lớp học phần:	243_72MRKT40373_01		
Hình thức thi: Dự án có Thuyết trình	Thời gian làm bài:	7	Ngày
<input checked="" type="checkbox"/> GV giao đề bài trong thời gian giảng dạy lớp học phần		<input type="checkbox"/> TT. Khảo thí thiết lập và giao đề bài trên hệ thống thi CTE theo lịch thi Phòng Đào tạo công bố	
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm	Số SV/nhóm:	5-6
Quy cách đặt tên file		Mã LHP_Nhóm_Tên dự án	

1. Presentation Guide

Submission Requirements

- Each group must submit the following to the instructor:
- A PDF/Canva of the group's presentation included a short video was uploaded to the course website for class review during the follow-up discussion.
- An Excel file of the brand's analysis, group's content calendar, script, pre-production, shot lists, storyboard, and post-production.

Presentation Guidelines

- **Introduction:** Briefly (30 seconds or less) introduce group members and the project to the class.
- **Content:** Present the content plan and details of the video and content writing project (as applicable). Highlight the strategic approach, key elements, and intended audience engagement.
- **Duration:** The instructor will announce the presentation length based on the number of groups. Stay within the allotted time.
- **Engagement:** Make the presentation engaging, creative, and visually appealing to capture the audience's attention. Avoid reading directly from the paper or slides.
- **Visuals:** Use visuals, such as PowerPoint slides, to highlight features, benefits, content plan, and a sample ad, TVC script, or content writing samples.
- **Technical Preparation:**
 - Bring the presentation on your own device and test it on another computer to ensure compatibility.
 - Have a backup copy on a flash drive or cloud storage, tested for accessibility.

- **Participation:** Every group member must participate and wear a nametag with their first name in large letters.
- **Rehearsal:** Practice the presentation to ensure logical organization, clear delivery, and adherence to the time limit.
- **Delivery Tips:**
 - Maintain good eye contact with the audience.
 - Display confidence and enthusiasm, as if seeking funding or approval for your recommendations.
 - Use props and strong visuals to enhance creativity.

III. Assignment Requirement

1. Video Content Production (1–3 Minute Short Video)

Groups will complete a major project based on a real-world brief provided by a business, creating a key hook video for a campaign or conveying a core campaign message. The required deliverables include:

1. **Strategic Plan:**
 - Executive Summary
 - Creative Concept
 - Big Idea
 - Content Strategy
 - Moodboard
2. **Script/Screenplay:**
 - Detailed script highlighting key brand-related moments and communication objectives (Key Moments/Moments of Truth).
3. **Shots List and Storyboard:**
 - **Shots List:** A list of shots emphasizing key visuals and moments to resonate with viewers.
 - **Storyboard:** Hand-drawn or digital sketches illustrating scenes (may be presented alongside the Shots List).
4. **Post-Production Script:**
 - Includes the post-production script and, if required (e.g., for subtitles), a Combined Continuity and Spotting List (CCSL).
5. **Video Product:**
 - Export the video in 4K resolution and upload it to YouTube or another online platform.
 - Groups are responsible for ensuring all video elements comply with copyright regulations.
6. **Master Plan for Derivative Content:**
 - A plan outlining additional content derived from the final video product.

2. Grading and Rubric

Rubric 1: Group Presentation Evaluation

Criteria	Weight (%)	Excellent (8-10 points)	Good (6 – 7.9 points)	Average (5 – 5.9 points)	Need improvements (below 4.9 points)
Content 20%	10%	Richer than required	Complete as required	Fairly complete, missing some important content	Lacking many important contents
	20%	Accurate and scientific	Quite accurate and scientific, with a few minor errors	Relatively accurate and scientific, with some errors	Inaccurate and unscientific, with many significant errors
Structure	10%	Very well-structured and slides are very appropriate	Well-structured and slides are quite appropriate	Fairly well-structured and slides are relatively appropriate	Poorly structured and slides are not appropriate
Visual Appeal	10%	Very visual and aesthetic	Quite visual and aesthetic	Relatively visual and aesthetic	Not visual and aesthetic
Presentation Skills	20%	Engaging and persuasive argumentation. Good interaction with the audience	Clear presentation but not very engaging, fairly persuasive argumentation . Fair interaction with the audience	Difficult to follow but key points are understandable. Interaction with the audience is adequate but not strong	Unclear presentation, important content is not understandable . No interaction with the audience
Time Management	10%	Masterful time management, fully flexible with adjustments	Completed on time, occasionally flexible with adjustments	Over time, occasionally adjusts but not flexible	Over time, does not adjust to the situation
Answering Questions	10%	All questions answered thoroughly, clearly, and	Most questions answered correctly, with direction	Some questions answered correctly, lacking	Most questions unanswered

		satisfactorily	provided for unanswered questions	direction for unanswered questions	
Group Coordination	10%	Excellent coordination, truly sharing and supporting each other during presentation and Q&A	Coordinated during presentation and Q&A but not synchronized	Minimal coordination during presentation and Q&A	No apparent coordination within the group

Total	100%					
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Rubric 2. Short Video Evaluation

Criteria	Weight (%)	Very Good 8.5 – 10 points	Good 7 – 8.4 points	Average 5 – 6.9 points	Weak Below 5 points	Contribution to CLOs
Creativity	20%	Novel, unique idea; creative, engaging, and highly impactful presentation	Relatively fresh idea; presentation is creative but not standout	Uncreative, ordinary idea; presentation lacks emphasis	Copied idea, no innovation; presentation is formulaic and leaves no impression	CLO3, CLO4, CLO6, CLO7
Brand Alignment	20%	Video clearly reflects brand personality, effectively conveys the main message; Key Visuals and Key Moments are	Video aligns with brand but lacks prominence; Key Visuals and Key Moments are not	Video lacks brand alignment; message is unclear or unsuitable	Video is unrelated to the brand; message is incorrect or fails to convey objectives	CLO3, CLO7

		appropriate and logical	fully exploited			
Story and Message	20%	Clear, logical story; main message is effectively conveyed through Key Moments, creating strong emotional impact	Relatively clear story; main message is conveyed but not fully convincing	Unclear story; main message is not prominent or fails to meet communication goals	No clear story; message is off-topic or not conveyed in the video	CLO3, CLO4, CLO6, CLO7
Derivative Content Network Ideas	15%	Detailed and creative proposals for derivative content that align with the overall communication strategy	Relatively reasonable proposals but incomplete or lacking creativity	Missing or no derivative content ideas, not aligned with communication strategy	No derivative content proposals or ideas are infeasible	CLO2, CLO3, CLO4, CLO7
Professionalism in Pre-production and Post-production	15%	Complete, logically presented pre-production materials; professional post-production with clear audio, visuals, and suitable subtitles	Relatively complete pre-production materials but missing some key parts; post-production has minor errors but does not	Superficial or incomplete pre-production and post-production materials, affecting product quality	Missing or very superficial pre-production/post-production materials, severely affecting product quality	CLO6, CLO7

			significantly affect the final product			
Final Product Quality	10%	Video meets format standards (4K); no technical errors; ensures copyright compliance	Video relatively meets standards but has minor technical or quality issues	Video does not meet format requirements or has multiple technical errors, no copyright violations	Video has severe technical errors, does not meet format requirements; minor copyright violations	CLO6, CLO7
	100%					

Internal Verifier

Ho Chi Minh City, 16th November 2024
Lecturer

PhD. Trần Nguyễn Hải Ngân

MA. Trần Ngọc Minh Thu