**Video Project Rubric**

**Subject**

• is interesting

• is educational

• is relevant to audience

• provides insight into topic

• is discussed thoroughly

**Content**

• Presents interesting information

• Language is used properly and effectively

• Images and/ or graphics relate well to content

• Student(s) behave professionally on camera

• Student(s) demonstrate thoughtful approach to subject

**Technical Aspects**

• Camera is stable, smooth movements and pans

• Subject is framed well, images are well composed

• Subject is lit and clearly visible

• Sound is clear and understandable

• Video is edited effectively, flows well

• Titles are used effectively

• Transitions are used effectively

• Project was completed in a timely manner

Evaluation Rubric for Video Production

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|  |  | **1 Point** Beginning | **2 Points** Developing | **3 Points** Proficient | **4 Points** Exemplary | **Points** |
| ***PREPARATION*** | **The Topic** | The topic is irrelevant or does not represent the final outcome. | The topic is somewhat irrelevant or to a little degree represents the final outcome. | The topic is relevant or to a great degree represents the final outcome. | The topic is relevant or fully represents the final outcome. |  |
| **Sequence** | Does not represent the sequence of shots in the video. Storyboard descriptions are vague or incomplete. | Sketches are in a logical sequence, but do not give adequate descriptions of the video scenes, audio background, or dialogue notes. | Includes sketches of each video scene and includes some planned descriptions, audio notes, effects notes, and dialog for every scene. | Demonstrates detailed planning on the video shot sequence, scene descriptions, audio and effects notes, and dialog for every scene. |  |
| **Accuracy** | Includes more than 10 grammatical errors, misspellings, etc. | Includes 5 - 10 grammatical errors, misspellings, etc. | Includes 1 – 4 grammatical errors, misspellings, etc. | Grammar and spelling are correct. No errors in the text. |  |
| **Range of Content** | Very little content is included | Include a limited number of content learned over the year | Include a variety of content learned over the year | Fully include almost all the content learned over the year |  |
| ***PRODUCT*** | **Overall Content** | Message is unclear. Includes little essential information and one or two facts. | Message is vaguely communicated. Includes some essential information with few facts. | Message is clearly communicated. Includes essential information. | Strong message. Covers topic completely and in depth. Includes complete information. |  |
| **Technical:**  **Digital Enhancements or Effects** | Little or no enhancements add interest to the video, or excessive use of random enhancements detracts from the video. | Digital enhancements accompany video, but there is little sign of reinforcement. Some tendency toward randomness with effects. | Any digital enhancements that are used combine smoothly and effectively with the video. | Digital enhancements are planned and purposeful, adding impact to the story line or focus. |  |
| **Pronunciation** | Includes more than 15 pronunciation mistakes | Includes more than 10 pronunciation mistakes | Includes more than 5-10 pronunciation mistakes | Includes less than 5 or no pronunciation mistakes |  |
| **Effort** | Shows little or no effort in the project. | Shows little or some effort in the project. | Shows good effort in the project. | Shows substantial effort in the project. |  |