Video Project Rubric

Student Name: _____

ACTIVITY	Exemplary	Proficient	Partially Proficient	Incomplete	POINTS
Introduction	12-15 points The introduction is compelling and provides motivating content that hooks the viewer from the beginning of the video and keeps the audience's attention.	8-11 points The introduction is clear and coherent and evokes interest in the topic.	4-7 points The introduction does not create a strong sense of what is to follow.	0-3 points The introduction does not orient the audience to what will follow.	___/15
Concept	15-20 points Has a clear picture of what they are trying to achieve. Adequate description of what they are trying to do and generally how his/her work will contribute to the final project.	10-14 points Has a fairly clear picture of what they are trying to achieve. Can describe what they are trying to do overall but has trouble describing how his/her work will contribute to the final project.	5-9 points Has brainstormed their concept, but no clear focus has emerged. Goals/final product not clearly defined.	0-4 points Little effort has been spent on brainstorming and refining a concept. Unclear on the goals and how the project objectives will be met.	___/20
Script/ Storyboard	12-15 points The storyboard illustrates the video presentation structure with thumbnail sketches of each scene. Notes of proposed transition, special effects, sound and title tracks incl: text, color, placement, graphics, etc. Notes about proposed dialogue/ narration text are included.	8-11 points The storyboard includes thumbnail sketches of each video scene and includes text for each segment of the presentation, descriptions of background audio for each scene, and notes about proposed shots and dialogue.	4-7 points The thumbnail sketches on the storyboard are not in logical sequence and do not provide complete descriptions of the video scenes, audio background, or notes about the dialogue.	0-3 points There is no evidence of a storyboard or script.	___/15
Content/ Organization	15-20 points The content includes a clear statement of purpose or theme and is creative, compelling and clearly written. A rich variety of supporting information in the video contributes to the understanding of the project's main idea. Events and messages are presented in a logical order. Includes properly cited sources.	10-14 points Information is presented as a connected theme with accurate, current supporting information that contributes to understanding the project's main idea. Details are logical and persuasive information is effectively used. The content includes a clear point of view with a progression of ideas and supporting information. Includes properly cited sources.	5-9 points The content does not present a clearly stated theme, is vague, and some of the supporting information does not seem to fit the main idea or appears as a disconnected series of scenes with no unifying main idea. Includes few citations and few facts.	0-4 points Content lacks a central theme, clear point of view and logical sequence of information. Much of the supporting information is irrelevant to the overall message. The viewer is unsure what the message is because there is little persuasive information and only one or two facts about the topic are articulated. Information is incorrect, out of date, or incomplete. No citations included.	___/20

	12-15 points	8-11 points	4-7 points	0-3 points	
Quality	Movie was completed and had all required elements. The video was well edited and moves smoothly from scene to scene with proper use of transitions. Audio and other enhancements were well used.	Movie was completed and contained all required items. Editing was not done as well as it should have been. Some poor shots remain. Movie is still somewhat choppy. Audio and other enhancements were utilized, but not for maximum effect.	Movie was made, but had very little if any editing. Many poor shots remain. Video was very fragmented and choppy with little to no audio reinforcement.	There was no movie, or tape was totally unedited with no transitions or audio support of any kind.	___/15
Teamwork	Student met and had discussions regularly. All students on the team contributed to the discussion and were part of the final project. Team members showed respect with each other.	Students met and had discussions regularly. Most of the students on the team contributed to the discussion and were part of the final project. Team members mostly showed respect with each other.	Only a couple of team meetings were held. Most of the students on the team contributed at some level, but a majority of the work was done by one or two.	Meetings were not held and/or some of the team members did not contribute at all to the project. Low levels of respect were evident within the team.	___/15
Timeliness	All project deadlines were met.	Most project deadlines were met. Those that were late did not have significant impact on the finished project.	Many project deadlines were not met, resulting in some impact on the finished project.	Deadlines were regularly missed, having a significant impact on the final project.	___/15
Audio Editing	The audio is clear and effectively assists in communicating the main idea. Background audio is kept in balance.	The audio is clear and assists in communicating the main idea.	The audio is inconsistent in clarity (too loud/too soft/garbled) at times and/or the background audio overpowers the primary audio.	The audio is cut-off and inconsistent or overpowering.	___/15
Lighting	Additional lighting is used to eliminate shadows and glares. All scenes have sufficient lighting for viewer to easily see action.	Additional lighting is used. Few shadows or glares are apparent.	Some scenes are too dark or too light to determine what is happening.	Only ambient (available) light is used. Most scenes are too dark or too light to determine what is happening.	___/15

Camera Techniques (Exposure/Focus)	9-12 points All shots are clearly focused and well framed. The camera is held steady with few pans and zooms. Close-ups are used to focus attention.	5-8 points Most shots are clearly focused and well framed.	1-4 points Some shots are unfocused or poorly framed.	0 points Many shots are unfocused and poorly framed. Excessive panning and zooming distracts the viewer.	___/15
TOTAL POINTS				**TOTAL POINTS**	___/