Video Project Rubric

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| Criteria | Exemplary | Proficient | Unsatisfactory |
| Storyboard **(optional)** | Storyboard illustrates video structure with thumbnail sketches of each scene. Notes of proposed transition, sound and title tracks include text and headlines. Notes about proposed dialogue/narration text are included All sketches are numbered and there is a logical sequence to the presentation | 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. All sketches are organized and numbered in logical sequence | The storyboard is minimal or incomplete |
| Content/Organization | The video demonstrates understanding of the concept and accomplishes the project goals. Several techniques (e.g. interviews, demonstrations, narration with images) contribute to understanding main ideas. Events and messages are clearly and concisely presented in logical order | The video accomplishes most of the project goals. However, the overall effect of the project is lacking. Information is adequate with some variety of techniques. Organization is adequate | Much of the information in the video is not relevant to the overall message or theme. It is incomplete, out of date and/or incorrect. Organization is confusing & video lacks structure |
| Introduction | Video’s introduction is compelling and provides motivating content that hooks the viewer and keeps audience attention | Video’s introduction is clear and coherent and evokes interest in the topic | Video’s introduction does not orient the audience to what will follow |
| Video Editing | Video is edited with only quality shots/images remaining. Transitions suit the project’s mood and help communicate the main ideas. Digital effects and animations are used appropriately for emphasis and are not overwhelming. | The video is edited throughout with only quality shots remaining. Variety of transitions are used. Good pacing and timing | Video is unedited, and many poor shots remain. No transitions between clips. Raw clips run back to back in the video |
| Audio Editing | Audio is clear and used effectively to communicate main ideas. Background audio is kept in balance. Video is 3 minutes and is not hurried or too slow. | Audio is clear and assists in communicating the main idea. Video is between 2 and 3 minutes | Audio is difficult to hear or understand. Video is too short. |

Note: Extensive use of flash animation will decrease length of presentation.