Video Project Rubric

**ACTIVITY Exemplary Proficient Unsatisfactory**

**Storyboard**

The storyboard illustrates the video presentation structure with thumbnail sketches of each scene. Notes of proposed transition, sound and title tracks include text and headings. Notes about proposed dialogue/narration text are

included.

All sketches are numbered, and there is a logical sequence to the presentation.

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.

All sketches are organized and numbered in a logical sequence.

The storyboard is minimal and/or incomplete.

**Content/ Organization**

The instructional video accomplishes the instructional

goals and objectives for the project. A rich variety of techniques (interviews, demonstrations, narration with images etc.) contributes to understanding the project's main idea. Events

and messages are presented in a

logical order.

The instructional video accomplishes most of the instructional goals and objectives for the project. However, the overall effect of the project is lacking. Information is adequate with some variety of techniques. Organization is adequate.

Much of the

supporting information in the video is not relevant to the overall message. It is incomplete, out of date and/or incorrect; organization is confusing and lacks structure.

**Introduction**

The introduction is compelling and provides motivating content that hooks the viewer from the beginning of the video and keeps the audience's attention

The introduction is clear and coherent and evokes interest in the topic.

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The introduction does not orient the audience to what will follow.

**Video Continuity/ Editing**

The video is edited with only quality shots/images remaining. Video moves smoothly from shot to shot. A variety of transitions are used to assist in communicating the main idea and smooth the flow

from one scene to the next. Shots and scenes flow seamlessly. Digital effects are used appropriately for emphasis.

The tape is edited throughout with only quality shots remaining. A variety of transitions are used. Good pacing and timing.

The tape is unedited and many poor shots remain. No transitions between clips are used. Raw clips run back to back in the final vid

**Audio Editing**

The audio is clear and effectively assists in communicating the main idea. Background audio is kept in balance.

Video is 5 minutes and does not seem hurried or too slow

The audio is clear and assists in communicating the main idea.

Podcast is between 3 and 5 minutes

The audio is difficult to hear or understand.

The podcast is too short