



VIDEO RUBRIC

	Criteria	Developing (1-2 pts)	Proficient (3-4 pts)	Exemplary (5-6 pts)	Score
Plan	Script / Storybd.	<ul style="list-style-type: none"> ■ Sketchy script or storyboard ■ Shows evidence of planning for a few parts of production 	<ul style="list-style-type: none"> ■ Complete script or storyboard, though not detailed ■ Shows evidence of planning through most parts of production 	<ul style="list-style-type: none"> ■ Clearly describes each shot visually ■ Includes movements, narration or dialogue, and fx ■ Shows evidence of planning through all parts of the production 	
	Video	<ul style="list-style-type: none"> ■ Sometimes in focus ■ Sometimes steady ■ No camera movement OR excessive movement (panning, zooming, trucking, etc.) 	<ul style="list-style-type: none"> ■ Usually in focus ■ Usually steady ■ Pans and zooms are limited and usually purposeful ■ Composition usually follows the rule of thirds 	<ul style="list-style-type: none"> ■ Always in focus (unless purposefully done) ■ Always steady ■ Variety of camera movements. Movements are planned, purposeful and provide impact ■ Variety of angles and shots (close-up to long shot) ■ Varied composition (based on rule of thirds) 	
Shoot	Audio	<ul style="list-style-type: none"> ■ Sound sometimes unclear: due to low voices, overly loud ambient noise 	<ul style="list-style-type: none"> ■ Sound usually clear, no unintended ambient noise 	<ul style="list-style-type: none"> ■ Sound always clear (unless purposefully done) and ambient noise always appropriate ■ Appropriate use of silence 	
	Lighting	<ul style="list-style-type: none"> ■ Only ambient (available) light is used ■ Many scenes are overly bright or dark 	<ul style="list-style-type: none"> ■ Additional lighting is used as necessary ■ Most scenes have sufficient lighting to tell what is happening 	<ul style="list-style-type: none"> ■ Additional lighting is used to eliminate shadows and glares ■ All scenes have sufficient lighting for viewer to easily see action ■ Vivid colors ■ Innovative use of lighting 	
	Cutting	<ul style="list-style-type: none"> ■ Clips begin and/or end with slack time or in mid action 	<ul style="list-style-type: none"> ■ Most clips edited to remove slack time and to begin and end with thought to action 	<ul style="list-style-type: none"> ■ Clips show no slack time and begin and end with thought to action 	
Edit	Transitions	<ul style="list-style-type: none"> ■ No transitions between clips are used or too many different transitions used without thought to purpose 	<ul style="list-style-type: none"> ■ Basic transitions used (cut and fade) appropriately and other types of transitions usually added as appropriate for the scene 	<ul style="list-style-type: none"> ■ All transitions between clips appropriate, suit the mood and content, and smooth the flow from one scene to the next 	
	Pacing / Continuity	<ul style="list-style-type: none"> ■ Many video clips are too long or too short and leave out essential action or dialogue ■ Several video clips do not fit the storyline or are poorly ordered and transitions between scenes do not show evidence of thoughtful execution 	<ul style="list-style-type: none"> ■ Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the complete story ■ Most video clips fit the storyline and most transitions between scenes thoughtfully executed 	<ul style="list-style-type: none"> ■ Variety of pacing and changes fit the "mood" of the content ■ Pacing keeps viewers interested ■ All video clips fit the storyline and transitions between scenes thoughtfully executed 	

Enhance	Titles	<ul style="list-style-type: none"> ■ Titles and subtitles unclear due to font, size, or color contrast 	<ul style="list-style-type: none"> ■ Titles and subtitles usually clear ■ Used appropriately 	<ul style="list-style-type: none"> ■ Titles and subtitles always clear ■ Used appropriately and enhance the story/content ■ Innovative 	
	Voice overs, Background Music & Sound FX	<ul style="list-style-type: none"> ■ Background music overly loud or too quiet ■ Narration sound stilted or unrehearsed ■ Sound FX unrelated or sound fake 	<ul style="list-style-type: none"> ■ Background music and sound fx usually balanced well (doesn't overpower the main audio) ■ Music and fx appropriate to mood/pacing 	<ul style="list-style-type: none"> ■ Background music and sound fx always balanced well ■ Music and fx enhance mood/pacing ■ Creative/appropriate use of sound effects, narration, etc. 	
	Graphics, Animation & Special FX	<ul style="list-style-type: none"> ■ Some of the graphics, animations, or fx seem unrelated to or detract from the topic/theme/mood ■ Most graphics are clipart or "borrowed" from the WWW. ■ Graphics unclear due to size, composition, or resolution 	<ul style="list-style-type: none"> ■ Most of the graphics, animations, or fx seem related to and enhance the topic/theme/mood/message ■ Some graphics are original while others are clipart or "borrowed" from the WWW ■ Most graphics clear (appropriate size, composition, resolution) 	<ul style="list-style-type: none"> ■ All of the graphics, animations, or fx seem related to and enhance the topic/theme/mood/message ■ Most graphics and animations are original ■ All graphics clear (appropriate size, composition, resolution) ■ All elements synthesized well with each other 	
Content		<ul style="list-style-type: none"> ■ The video is a disconnected (or loosely connected) series of scenes with no unifying story or structure ■ Random or irrelevant content included 	<ul style="list-style-type: none"> ■ The video tells a connected story or has a clear and complete structure ■ Most content relates to the storyline 	<ul style="list-style-type: none"> ■ The video tells a compelling story or has a compelling structure and is expressed creatively ■ All content relates to the storyline ■ Provides fresh, interesting, or humorous insights 	
Creativity		<ul style="list-style-type: none"> ■ Little evidence of imagination, creativity, or thoughtfulness ■ No style or mood is apparent. 	<ul style="list-style-type: none"> ■ Some evidence of imagination, creativity, or thoughtfulness ■ Some evidence of thought to style and mood, though may not suit the content 	<ul style="list-style-type: none"> ■ Thorough evidence of imagination, creativity, or thoughtfulness ■ Style or mood which suits the content evident ■ Creative and original 	
Total					72 /