

Video Project Rubric



Name: _____ Date: _____

Activity	Exemplary	Proficient	Developing	Incomplete	POINTS
Planning	<p>20-25 points</p> <p>Completed planning document and storyboard detailing the following: statement of purpose, keywords for content searching, and storyboard and script providing detailed thumbnail drawings.</p>	<p>15-19 points</p> <p>Completed planning document and storyboard detailing the following: statement of purpose, keywords for content searching, and storyboard and script providing adequate information, but details are lacking.</p>	<p>10-14 points</p> <p>Some items on planning document are incomplete or lacking necessary details: statement of purpose, keywords for content searching, storyboard and script.</p>	<p>0-9 points</p> <p>Many items on planning document are incomplete.</p>	
Content/ Organization	<p>30-35 points</p> <p>The content displays a clear statement of purpose or theme, is creative, and compelling, and the theme is clearly evident. 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, if necessary.</p>	<p>25-29 points</p> <p>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, if necessary.</p>	<p>20-24 points</p> <p>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.</p>	<p>0-19 points</p> <p>Content lacks a central theme, clear point of view, or 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 or only one or two facts about the topic are articulated. Information is incorrect, out of date, or incomplete. No citations included (only when necessary).</p>	
Quality	<p>20-25 points</p> <p>Video was completed and had all required elements. It was well edited and moves smoothly from scene to scene with proper use of transitions. Audio and other enhancements were well used.</p>	<p>15-19 points</p> <p>Video was completed and contained all required items. Editing was not done as well as it could have been. Video is still somewhat choppy. Audio and other enhancements were utilized, but not for maximum effect.</p>	<p>10-14 points</p> <p>Video was made, but it had very little, if any, editing. Video was very fragmented and choppy with little to no audio reinforcement.</p>	<p>0-9 points</p> <p>There was no video, or video was totally incomplete with no transitions or audio support of any kind.</p>	
Timeliness	<p>12-15 points</p> <p>All project deadlines were met.</p>	<p>8-11 points</p> <p>Most project deadlines were met. Those that were late did not have significant impact on the finished project.</p>	<p>4-7 points</p> <p>Many project deadlines were not met, resulting in some impact on the finished project.</p>	<p>0-3 points</p> <p>Deadlines were regularly missed, which had a significant impact on the final project.</p>	
Total Score					