**Video Project Rubric**

Project Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Group Members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **CONTENT** | **Beginning** | **Developed** | **Accomplished** | **Exemplary** |
| **Content &**  **Purpose** | -content & details were not sufficient enough to support the main messages | -content was somewhat relevant  -amount & clarity of details were somewhat sufficient | -content was quite relevant & well selected  -details were reasonably clear & well researched | -content was extremely relevant & well selected  -details were very clear & well researched |
| **Application & Clarity** | -content showed little indication of imagination, creativity & thoughtfulness  -some elements of the video were irrelevant to the overall message | -content showed some creativity & critical thinking  -the main messages were clear in some parts of the video | -content showed a good level of creativity & critical thinking  -the main messages were generally well delivered & clear | -content showed creativity, motivation, & critical thinking  -the main messages were well delivered, clear & powerful |

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| **MEDIA** | **Beginning** | **Developed** | **Accomplished** | **Exemplary** |
| **Effectiveness of**  **Introduction** | -video did not capture the attention of the viewer | -intro was not very captivating, but the video became interesting as it progressed | -viewer was generally interested by the introduction & wanted to keep watching | -viewer was ‘hooked’ from the beginning of the video & kept interest throughout |
| **Audio & Visual Fluidity** | -transitions from scene to scene were choppy  -use of sound & other effects may have been inconsistent and distracting | -video sometimes moved smoothly from one scene to the next  -use of sound & other effects was somewhat effective | -video usually moved smoothly from one scene to the next  -use of sound & other effects was effective | -video moved very smoothly from one scene to the next  -use of sound & other effects was extremely effective |
| **Overall Effectiveness of Video** | -video was somewhat difficult to follow  -video showed little indication of creativity & thoughtfulness | -video was somewhat effective & appealing  -video showed some creativity & thoughtfulness | -video was generally effective, informative & appealing  -video showed a good level of creativity & imagination | -video was extremely effective, informative & appealing  -video showed great creativity, motivation & imagination |
| **Completion** | -several of the required elements were missing in the video production | -some required elements were incorporated into the video production | -most required elements were incorporated into the video production | -all required elements were incorporated into the video production |

**Completed by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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Group Members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **GROUP SKILLS** | **Not satisfactory** | **Good** | **Very Good** |
| **Storyboard** | -group did not complete a plan before filming & editing | -group completed a plan that was mostly followed during production | -group completed a well-organized plan that was helpful during production |
| **Group Collaboration** | -work was dominated by 1 or 2 individuals | -most of the group had a fair & meaningful role in the project | -all members of the group had an equal & meaningful role in all aspects of the project |
| **Group Interaction** | -group decisions were either never made or were dominated by 1 or 2 individuals | -group had some problems making decisions by consensus (together) | -group made decisions by consensus & was able to resolve differences quickly & smoothly |
| **Student participation** | -I was not as active as I should have been when working with my group to complete this project | -I was cooperative & did a sufficient job in completing my tasks for the project | -I worked well with my group members & took an active role in completing all aspects of the project |

**Completed by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**