

Evaluation Rubric for Video Productions

Levels of Performance

Dimensions of Performance	Below Standard Score: 5	Satisfactory Score: 10	Accomplished Score: 15	Excellent Score: 20
Planning Research, Storyboarding, and Rehearsal	Scholar needs help to research and write a script. The storyboard does not match the final production.	Scholar needs help to research and write a script. There is a storyboard that is adhered to during production.	Scholar researched and writes a compelling and creative script. The storyboard is drawn carefully with shot compositions included.	Scholar researched independently and writes a compelling and creative script. The storyboard is drawn carefully with set design and shot compositions included.
Content	The video has a focus but may stray from it at times. There is an organizational structure, though it may not be carried through in a consistent manner. There may be factual errors or inconsistencies, but they are relatively minor. Less than adequate evidence of Scholar learning and efforts are reflected in Scholar's Video.	There is focus that is maintained throughout the Video. The Video presents information in a accurate and organized manner that can be understood by the intended audience. Adequate evidenced of Scholar learning and efforts are reflected in Scholar's Video.	The video has a clear focus related to the chosen topic and one or more of the following elements; reflects broad research and application of critical thinking skills; shows notable insight or understanding of the topic. Excellent evidence of Scholar learning and efforts are reflected in Scholar's Video.	The video has a clear focus related to the chosen topic and one or more of the following elements; reflects broad research and application of critical thinking skills; shows notable insight or understanding of the topic. Excellent evidence of Scholar learning and efforts are reflected in Scholar's Video.
Layout/ Design	Either lack of preparation or illogical sequence. Transitions are choppy or distract the viewer. Titles are not present or distract from the overall video. Does not have a storyboard.	Adequate preparation and sequence is shown. Transitions are adequate. Titles are present. If storyboard is present, it shows the Video in a broad outline.	Sequence of video components is clear and evident. Transitions provide easy movement from one scene to another. Titles are used and add to the video's flow. Storyboard shows general outline.	Organization of presentation is excellent. Transitions add to the viewer's understanding of the topic. Titles are added to enhance understanding. Storyboard shows progression.
Technical Elements	The camera work is choppy and the scenes are blurry or panning is too fast. Sound and visual files contain significant distortion. Transitions are awkward between scenes. Titles are illegible. Technical difficulties seriously interfere with the viewer's ability to <u>see</u> , hear, or understand content.	The camera work may be choppy or panning is too fast. Sound and visual files may have some distortion but it doesn't distract the viewer. There are some technical problems, but the viewer is able to follow the presentation.	The camera work is generally smooth and the focus is usually crisp. Sound and visual files are mostly distortion free. Transitions provide a smooth movement between scenes. Titles are mostly legible. There are few technical problems.	The camera work is smooth and the focus is crisp. Sound and visual files are distortion free. Transitions are timed for smooth movement between scenes. Titles are legible. There are few technical problems, and none of a serious nature.
Writing (Grammar, Capitalization, Sentence Structure)	The speech and writing shows little to no effort in the areas of: capitalization, mechanics, and/or sentence structure.	The speech and writing shows some/minimal effort in the areas of: capitalization, mechanics, and/or sentence structure.	The speech and writing demonstrate careful consideration in the areas of: capitalization, mechanics, and/or sentence structure.	The speech and writing demonstrate specific consideration in the areas of: capitalization, mechanics, and/or sentence structure.