

The Video Maker's Rubric

Video Title: _____

Anonymous Participant Code: _____

Video Element	1 - Beginning	2 - Developing - 3	Exceptional - 4	Score
Ideas, Content & Purpose	Limited or no clear purpose. Limited or no evidence supporting ideas and opinions presented. Ideas are irrelevant to the topic.	Purpose is implied, but may not be overly clear. Some ideas are supported with evidence; others are opinions. Relevant ideas, but may have irrelevancies.	A clear purpose is evident with ideas explicitly relevant to the topic. Ideas presented are supported with logical evidence citing authoritative sources.	
Organization & Structure	Information presented at random. Lacks an introduction or concludes abruptly. Missing evidence of thoughtful organization.	Somewhat organized. Ideas are beginning to be connected and flow from one to another, but still rough in places. Pacing sometimes too fast or slow.	Excellent organization having a clear introduction, body, and conclusion. Conceptual transitions flow smoothly from one to the next. Well paced.	
Voice & Creativity	Borrows heavily from the work of others offering no new insights. Unimaginative presentation of ideas.	Beginning to find an original voice, but still quite dependent on others for presentation of ideas. Shows some moments of creativity.	Imaginative presentation of ideas. Shares information in an interesting way that is thoroughly compelling to the viewer.	
Delivery, Visuals & Aesthetics	Lacks sophistication in use of color, lighting, visual composition, music, narration or sound levels. Does not use the video format well.	Shows attention to visual presentation, however having some problems with color choices, lighting, composition & visuals, or sound levels.	Demonstrates sophisticated use of color, lighting, visual composition, scene transitions, music and sound. A pleasurable experience to watch.	
Technical Requirements	Fails to meet length or resolution requirements. Not published in the required format. Ignores copyright laws.	Published in required format. Fails to meet length or resolution requirements. Generally follows copyright laws.	Meets length and resolution requirements. Published in required format. Follows copyright laws.	
Total Score				