

Video Project Rubric

Student Name: _____

Task Description: Students will work together in assigned teams to create a video project that details a specific aspect of the course. The presentation should include appropriate photographs, video, music, graphs, and other visual aids. The final project should be burned to a DVD in a Full Quality QuickTime movie format.

ACTIVITY	Exemplary	Proficient	Partially Proficient	Incomplete	POINTS
Concept	<p>15-20 points</p> <p>Has a clear picture of what they are trying to achieve. Adequate description of what they are trying to do and generally how his/her work will contribute to the final project.</p>	<p>10-14 points</p> <p>Has a fairly clear picture of what they are trying to achieve. Can describe what they are trying to do overall but has trouble describing how his/her work will contribute to the final project.</p>	<p>5-9 points</p> <p>Has brainstormed their concept, but no clear focus has emerged. Goals/final product not clearly defined.</p>	<p>0-4 points</p> <p>Little effort has been spent on brainstorming and refining a concept. Unclear on the goals and how the project objectives will be met.</p>	
Script/ Storyboard	<p>12-15 points</p> <p>The storyboard illustrates the video presentation structure with thumbnail sketches of each scene. Notes of proposed transition, special effects, sound and title tracks incl: text, color, placement, graphics, etc. Notes about proposed dialogue/ narration text are included.</p>	<p>8-11 points</p> <p>The storyboard includes thumbnail sketches of each video scene and includes text for each segment of the presentation, descriptions of background audio for each scene, and notes about proposed shots and dialogue.</p>	<p>4-7 points</p> <p>The thumbnail sketches on the storyboard are not in logical sequence and do not provide complete descriptions of the video scenes, audio background, or notes about the dialogue.</p>	<p>0-3 points</p> <p>There is no evidence of a storyboard or script.</p>	
Content/ Organization	<p>15-20 points</p> <p>The content includes a clear statement of purpose or theme and is creative, compelling and clearly written. 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.</p>	<p>10-14 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</p>	<p>5-9 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>0-4 points</p> <p>Content lacks a central theme, clear point of view and 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 and only one or two facts about the topic are articulated. Information is</p>	

ACTIVITY	Exemplary	Proficient	Partially Proficient	Incomplete	POINTS
		supporting information. Includes properly cited sources.		incorrect, out of date, or incomplete. No citations included.	
Quality	12-15 points Movie was completed and had all required elements. The video was well edited and moves smoothly from scene to scene with proper use of transitions. Audio and other enhancements were well used.	8-11 points Movie was completed and contained all required items. Editing was not done as well as it should have been. Some poor shots remain. Movie is still somewhat choppy. Audio and other enhancements were utilized, but not for maximum effect.	4-7 points Movie was made, but had very little if any editing. Many poor shots remain. Video was very fragmented and choppy with little to no audio reinforcement.	0-3 points There was no movie, or tape was totally unedited with no transitions or audio support of any kind.	
Teamwork	12-15 points Student met and had discussions regularly. All students on the team contributed to the discussion and were part of the final project. Team members showed respect with each other.	8-11 points Students met and had discussions regularly. Most of the students on the team contributed to the discussion and were part of the final project. Team members mostly showed respect with each other.	4-7 points Only a couple of team meetings were held. Most of the students on the team contributed at some level, but a majority of the work was done by one or two.	0-3 points Meetings were not held and/or some of the team members did not contribute at all to the project. Low levels of respect were evident within the team.	
Timeliness	12-15 points All project deadlines were met.	8-11 points Most project deadlines were met. Those that were late did not have significant impact on the finished project.	4-7 points Many project deadlines were not met, resulting in some impact on the finished project.	0-3 points Deadlines were regularly missed, having a significant impact on the final project.	
Final Score					