Video Project Rubric

Group (title of project): _____ / **Names**: _____

Task Description: Students will work together in assigned teams to create a video project that details a specific topic / theme. The final project should be available in a full quality movie format and playable on any computer platform.

ACTIVITY	Exemplary	Proficient	Partially Proficient	Incomplete	POINTS
Concept	15-20 points (Group) 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.	10-14 points 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.	5-9 points Has brainstormed their concept, but no clear focus has emerged. Goals/final product not clearly defined.	0-4 points Little effort has been spent on brainstorming and refining a concept. Unclear on the goals and how the project objectives will be met.	
Script/ Storyboard	12-15 points 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.	8-11 points 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.	4-7 points 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.	0-3 points There is no evidence of a storyboard or script.	
Content/ Organization	15-20 points 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.	10-14 points 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.	5-9 points 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.	0-4 points 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 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.	
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 (out of 85 P)	_____	_____ _____	_____		

+ score self-evaluation: _____   _____ _____   _____

= Total Score: =========   ========= =========   =========   **(out of 165 P.)**

Mark: _____   _____ _____   _____

Name of student: _____   _____ _____   _____