Sample Rubric for Video Project

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|  | **Excellent (5)** | **Very Good (4)** | **Good (3)** | **Poor (1)** | **Incomplete (1)** |
| **Production Quality** lighting, editing, composition, sound | *subjects well lit, edits add cohesion to narrative, dialogue and sound clear* |  | *some effort made for lighting and sound quality; edits present but room for improvement* |  | *subjects unevenly or poorly lit, some dialogue inaudible, video choppy and unpolished* |
| **Organization** logical flow of information | *video tells a**very clear**story; logical**flow of info* | *video tells a**reasonable**story; logical**flow of info* | *video tells a**story but info is**somewhat**jumbled* | *video tells a**story but info**is very**jumbled* | *no obvious**story, no**logical flow to**info* |
| **Creativity**entertainment value | *video is very**entertaining**and is highly**creative* | *video is very**entertaining**and**somewhat**creative* | *video is**entertaining**and fairly**creative* | *video is**entertaining**but not very**creative* | *video is**neither**entertaining**nor creative* |
| **Content**informative, clear message | *content is**excellent* | *content is**very good* | *content is**good* | *content is**average* | *content is poor or absent* |
| **Length**met time requirement | *video is exactly**the suggested length* |  | *video is < 1**min too short/long* | *video is > 2 min**shorter or longer* | *video is significantly short/longer* |
| **Works Cited** | *all sources**cited*  |  | *some sources**cited or**acknowledged* |  | *sources not**cited or**acknowledged* |