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* |