

Video	Rubric					
					Name:	
					Date:	
criteria	12	8	4	0		points
<b>Volume</b>	Easily heard all of the time	Heard most of the time	Heard some of the time. Some mumbling.	Cannot be heard. Often mumbling or needs things repeated to be heard		_____
<b>Camera Technique</b>	All shots are clearly focused and well framed. The camera is held steady with few pans and zooms. Close-ups are used to focus attention.	Most shots are clearly focused and well framed.	Some shots are unfocused or poorly framed.	Many shots are unfocused and poorly framed. Excessive panning and zooming distracts the viewer.	x2	_____
<b>Storyboard</b>	There is a clearly defined and methodically followed plan to video	Most of video is scripted and the plan is followed	Some planning evident / a script is on hand with general outline	No apparent plan or no plan/storyboard submitted	x2	_____
<b>Inflection</b>	Correct word inflection and fluid speaking	Satisfactory use of inflection, but does not consistently use fluid speech.	Displays some level of inflection throughout delivery.	Consistently uses a monotone voice.		_____
<b>Audio</b>	Music is original. The audio is clear and effectively assists in communicating the main idea. Background audio is kept in balance.	Music is somewhat original, or some original sound effects and editing. The audio is clear and assists in communicating the main idea.	Music or SFX is borrowed. The audio is inconsistent in clarity (too loud/too soft/garbled) at times and/or the background audio overpowers the primary audio.	No SFX or music. The audio is cut-off and inconsistent or overpowering.		_____
<b>Editing</b>	The video is edited with only high quality shots remaining. Video moves smoothly from shot to shot. A variety of transitions are used to assist in communicating the main idea and smooth the flow from one scene to the next. Shots and scenes flow seamlessly. Digital effects are used appropriately for emphasis.	The video is edited throughout with only quality shots remaining. A variety of transitions are used. Good pacing and timing.	The video is edited in few spots. Several poor shots remain. Transitions from shot to shot are choppy, and the types of wipes and fades selected are not always appropriate for the scene. There are many unnatural breaks and/or early cuts.	The video is unedited and many poor shots remain. No transitions between clips are used. Raw clips run back to back in the final video.	x2	_____
<b>Action</b>	Motion scenes are planned and purposeful, adding impact to the story line. "Talking heads" scenes are used when crucial to telling the story.	The video includes some "talking heads," and backgrounds and video effects add interest. Most motion scenes make the story clearer or give it more impact.	The video includes "talking heads" and a few motion scenes are added but do not improve understanding of the story line.	The video features "talking heads" with little or no action to add interest or the video uses action excessively.		_____
				TOTAL		_____