

VIDEO Evaluation RUBRIC

Category	Fair	Satisfactory	Good	Excellent	Category Score
Relevance to the Stated Purpose Possible Points- 15	(0-4) There was no relevance to the state purpose.	(5-8) Relevance was stated, but was not supported by production choices.	(9-12) Relevance was somewhat clear. Not all production choices supported the stated purpose.	(13-15) Relevance to the stated purpose in the movie was clear and easy to understand. All production choices supported the purpose..	
Creativity/originality within the context of achieving its purpose. Possible Points- 15	(0-4) Script was not original. Production choices did not reflect an attempt at creativity. Movie was similar to example works or others in the group.	(5-8) Script was somewhat original. Production choices did not reflect attempt at creativity.	(9-12) Script was creative. Production choices reflected some creativity.	(13-15) Script was original and creative. Production choices showed creativity and risk taking. Overall the movie stood out from the crowd.	
Visual Production Values: lighting, camera movement, camera angles, special effects, etc. Possible Points- 15	(0-4) Some shots were well lit. Most camera movements were <u>not</u> smooth. Camera was not an appropriate distance from actors at most times. Any special effects used did not add value.	(5-8) Most shots were well lit. Most camera movements were smooth, some shakiness may be evident. Camera was an appropriate distance from actors at most times. Special effects added a little value.	(9-12) Most shots were well lit. Most camera movements were smooth, some shakiness maybe evident. Different camera angels were used to enhance script or message. Camera was an appropriate distance from actors at most times. Special effects added some value	(13-15) All shots were well lit. All camera movements were smooth. Various camera angels were used to enhance script or message. Camera was an appropriate distance from actors at all times. Special effects used added great value.	
Audio Production Values: constant levels, clarity of sound, etc. Possible Points- 15	(0-4) Sound was not clear. Actors could not be heard over background music OR music choices distracted from the mood of the scene or overall movie.	(5-8) Sound was clear most times. Actors' voices and background music competed at times OR music choices may distract from the mood of the movie at times.	(9-12) Sound was clear. Actors could be heard easily over background music. Music choices connected to the mood of the project.	(13-15) Sound was clear. Actors could be heard easily over background music. Music choices supported mood or message in the scene or overall movie.	

Category	Fair	Satisfactory	Good	Excellent	Category Score
Editing-Continuity Possible Points- 10	(0-2) Editing did not make sense. Scenes may have gotten cut short.	(3-5) Editing made sense. Some editing mistakes where detectable.	(6-8) All editing was clear and supported the message. A minor editing mistake may be detectable.	(9-10) All editing was clear and supported the message. No editing mistakes detectable.	
Clarity of Story Possible Points- 10	(0-2) Story can not be followed.	(3-5) The story is missing some information that would help the viewer.	(6-8) The story is clear but would benefit from better dialogue and or visuals.	(9-10) All elements of the story worked together to create clarity.	
Appropriate Use of titles and credits Possible Points- 5	(0) No Title	(3-5) Titles included, but spelling errors are present	(6-8) Title are included, but legibility, speed of credits, etc make it difficult to read titles	(9-10) Title and group credits as needed are included with no errors.	
Copyright Issues: Please USE ORIGINAL MUSIC AND VIDEO. If you must use copyright protected work, please follow these guidelines: Credit all images used. If music is used and it is under 28 seconds provide the reason for using the music and give credit.	(0) Copyrighted materials are not credited	(3-5) Some copyrighted materials are not credited.	(6-8) A clear attempt to give credit accurately to all copyright protected work used is evident. No more than 28 seconds of any copy righted music used.	(9-10) Credit given accurately to all copyright protected work used. No more than 28 seconds of any copy righted music used..	
Category Score Total:					
* Comments:					