

Broadcast III Video Rubric				
Criteria	Excellent (8-10)	Satisfactory (5-7)	Needs Improvement (1-4)	Score
Time Management	Student participates fully and is always on task in class.	Students participate and are on task for over half of the class, but time is wasted through various activities such as unauthorized internet use, wandering, etc	Students do not participate, or the students wastes time and/or works on unrelated material.	
Collaboration	Students work well within the team, and the team shares the workload equally.	The team members work well for the majority of the project. 1-2 students do not share the work load	Students do not work well with the team, and the team members do not share the workload.	
Content	Video was effective, informative and entertaining..	Video was effective, informative , or entertaining , but not both.	Video was not visually interesting. Did not show much imagination. Did not convey information or compelling message.	
Quality of Production	Visual Effects target the intended audience and are creative. Audio is clear and appropriate. Music and sound effects are consistent with the actions on the screen and enhance the communication of the message. Video adheres to specified time constraints.	Visual effects target the intended audience and do not distract from the ability to understand the video's message. Lighting is used occasionally but allow viewer to watch video with clarity. Audio is clear and levels are appropriate. Video adheres to specified time.	Visual Effects are extremely low quality and do not target the intended audience. Lighting distracts from ability to view product. Audio levels are low and difficult to understand. Video does not stay within the specified time limit.	
Technical Skills	Video is edited in a manner that is seamless and editor displays familiarity with equipment; contains smooth transitions. Camera operator demonstrates ability to skillfully operate the device. Uses camera angles that enhance the viewing experience	Camera operator uses some camera angles and demonstrates ability to record footage. Some transitions are added for enhancement. Editing shows very few errors such as continuity.	Camera operator does not demonstrate the skills needed to operate the device. Video is poorly edited. Use of advanced editing is not present. Transitions are not present.	
Final Product	Video has a unique innovative approach; it meets guidelines. Video is accurate and informative. Video has superior quality	Overall video covers the specified guideline. Quality of audio and video is average. An attempt was made for creativity.	Video is not creative. Quality of audio and video is very poor.	