Students					
	Criteria	**Developing (10)**	**Proficient (15)**	**Exemplary (20)**	**Total Points Earned**
Content Objective		*The video is a disconnected (or loosely connected) series of scenes with no unifying story or structure * Random or irrelevant content included	* The video tells a connected story or has a clear and complete structure * Most content relates to the storyline	* The video tells a compelling story or has a compelling structure and is expressed creatively * All content relates to the storyline * Provides fresh, interesting, or humorous insights	
Footage Shoot	Video	* Sometimes in focus * Sometimes steady * No camera movement OR excessive movement (panning, zooming, trucking, etc.)	* Usually in focus * Usually steady * Pans and zooms are limited and usually purposeful * Composition usually follows the rule of thirds	* Always in focus (unless purposefully done) * Always steady * Variety of camera movements. Movements are planned, purposeful and provide impact * Variety of angles and shots (close-up to long shot) * Varied composition (based on rule of thirds)	
	Audio	* Sound sometimes unclear: due to low voices, overly loud ambient noise	* Sound usually clear, no unintended ambient noise	* Sound always clear (unless purposefully done) and ambient noise always appropriate * Appropriate use of silence	
	Voiceovers, Background Music & Sound FX	*Background music overly loud or too quiet * Narration sound subtitled or unrehearsed \ * Sound FX unrelated or sound fake	* Background music and sound fx usually balanced well (doesn't overpower the main audio) * Music and fx appropriate to mood/pacing	* Background music and sound fx always balanced well * Music and fx enhance mood/ pacing * Creative/appropriate use of sound effects, narration, etc.	
Edit	Cutting	* Clips begin and/or end with slack time or in mid action	* Most clips edited to remove slack time and to begin and end with thought to action	* Clips show no slack time and begin and end with thought to action	
	Transitions	* No transitions between clips are used or too many different transitions used without thought to purpose.	* Basic transitions used (cut and fade) appropriately and other types of transitions usually added as appropriate for the scene	* All transitions between clips appropriate, suit mood and content, and smooth the flow from scene to the next	
	Pacing /Continuity	*Many video clips are too long or too short and leave out essential action or dialogue *Several video clips do not fit the storyline or are poorly ordered and transitions between scenes do not show evidence of thoughtful execution	* Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the complete story * Most video clips fit the storyline and most transitions between scenes thoughtfully executed	* Variety of pacing and changes fit the "mood" of the content * Pacing keeps viewers interested * All video clips fit the storyline and transitions between scenes thoughtfully executed	

Enhance	Titles	*Titles and subtitles unclear due to font, size, or color contrast	* Titles and subtitles usually clear * Used appropriately	* Titles and subtitles always clear * Used appropriately and enhance the story/content * Innovativ	
	Graphics, Animation & Special FX	* Some of the graphics, animations, or fx seem unrelated to or detract from the topic /theme/ mood * Most graphics are clipart or "borrowed" from the WWW. * Graphics unclear due to size, composition, or resolution	* Most of the graphics, animations, or fx seem related to and enhance the topic/theme/mood/message * Some graphics are original while others are clipart or "borrowed" from the WWW * Most graphics clear (appropriate size, composition, resolution)	* All of the graphics, animations, or fx seem related to and enhance the topic/theme/mood/message * Most graphics and animations are original * All graphics clear (appropriate size, composition, resolution) * All elements synthesized well with each other	
Creativity		* Little evidence of imagination, creativity, or thoughtfulness * No style or mood is apparent	* Some evidence of imagination, creativity, or thoughtfulness * Some evidence of thought to style and mood, though may not suit the content	* Thorough evidence of imagination, creativity, or thoughtfulness * Style or mood which suits the content evident * Creative and original	
Group Cooperation		* Students needed to be reminded to stay on task frequently. * One or two people did all the work. * Students argued with one another or left some students out of the process.	* All students contributed a fair share to the project, though some workloads varied. *Students had to be reminded occasionally to stay on task. * Students made an effort to include all group members in the process.	* All students contributed equally to the video. * Students stayed on task at all times. * Students worked with each other in a friendly manner.	
Total					0