



## Video Production Rubric

To be used with any video production that required a storyboard- such as character counts, announcement or an in-depth project, that is submitted for a grade.

**For consideration, you MUST turn-in GOOGLE LINKS to your video, your storyboard, and shot sheet [HERE](#).**

Student Name \_\_\_\_\_ Date \_\_\_\_\_

Name of Project \_\_\_\_\_

(Note: Sections that are not applicable to your project will be marked "N/A" and not count against your grade.)

Project Part	Incomplete	Adequate	Proficient	Excellent
<b>Role Responsibilities: 50 pts</b>				
<b>Timeliness of Production</b>	Does not complete assignment at requested time. Time is wasted during production.	Assignment turned in on time, but work shows evidence of haste and carelessness.	Assignment turned in on time and work show evidence of careful planning, use of time and resources.	Is prepared for each step of process and completes all work with care and thoroughness.
<b>Skill</b>	Is not able to accomplish requested technical task.	Completes assigned technical skill.	Able to perform required tasks and able to demonstrated technique to others.	Thorough grasp of camera, lighting, audio and/or editing technique, able to show others.
<b>Participation &amp; Cooperation</b>	Completes task with no other student input.	Has some difficulty in communicating ideas with peers. May not fully cooperate with all members of team.	Works well with others to accomplish assigned tasks.	Shows leadership and is able to organize others to accomplish assigned tasks.
<b>Role as Producer</b>	Has difficulty communicating intent of project and soliciting cooperation of others.	Solicits participation of others to complete the intent of the project.	Assumes leadership of project and gets cooperation from others to accomplish objectives of the script.	Assumes leadership as producer understands responsibilities, delegates tasks and relates to crew and talent in an open, friendly, professional manner.
<b>Problem Solving</b>	Gives up when technical or other obstacles arise. Doesn't seek help or relies on others to solve problems.	Seeks help from other students or teacher when obstacles arise.	Solves problems by resorting to input from others as well as independently using alternate means.	Knows how to solve problems and overcomes obstacles quickly and independently.
<b>Preproduction Phase: 20 pts</b>				
<b>Organization</b>	Hastily prepared story proposal, storyboard and script, if any at all.	Story proposal, storyboard and script are vague with no supporting details.	Well-planned proposal, storyboard and script. Information connected with a theme	Thoroughly planned proposal, storyboard and detailed script with additional narrative.
<b>Research</b>	No evidence of any research put into project.	Research from single source or non-credited sources. Little or no relation to theme or topic.	Research from a variety of sources, however limited citations. Limited relation to topic.	Research is thorough and uses a variety of sources, clear citations. Material used to support topic.

## Production Phase: 60 pts

<b>Camera Techniques</b>	Shots are unfocused and poorly framed. Camera isn't held steady and excessive panning and zooming distracts the viewer. No close-ups are used.	Motion shots are fairly steady. Some shots are unfocused or poorly framed. Few close-ups are used.	The camera is held steady. Pans and zooms are limited. The main subject is located slightly off center. Most shots are clearly focused and well framed.	All shots are clearly focused and well framed. The video is steady with few pans and zooms. Close-ups are used to focus attention. Video shows evidence of good composition.
<b>Transitions</b>	No transitions between clips are used. Raw clip run back to back in the final video.	Transitions used are sporadic, not related to clips or overused to the point of distraction.	Transitions are used, but the types selected are not always appropriate for the scene.	Transitions between clips (same subject, new subject) suit the mood and content and smooth the flow from one scene to the next.
<b>Sound (includes music, voice)</b>	Poor projection, hard to hear or poor quality music or sounds.	Audio is inconsistent in clarity, sound varies throughout video. Background audio may overwhelm primary video.	The audio is clear, but only partially assists in communicating the main idea. Audio can be heard and voices and sounds are clear.	The audio is clear and effectively assists in communicating the main idea. Background audio is kept in balance. Volume levels are consistent throughout the video.
<b>Special Effects</b>	Effects are either missing or excessive.	Some special effects are distracting.	Use of effects is worthwhile.	Good, but not excessive use of effects.
<b>Editing (includes titles)</b>	Has difficulty with editing tools, connection of clips is awkward.	Basic usage of editing tools is evident. Techniques are simple.	Uses editing tools to further the topic of the video. Some special editing used.	Editing enhances final product, clear grasp of techniques and tools evident.
<b>Pace &amp; Timing</b>	Video clips are too long, timing awkward and do not advance the storyline OR are too short and leave out essential action or dialogue.	Video clips are varied, but don't move at a steady pace. Timing is clumsy and choppy.	Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell the complete story.	All video clips fit the storyline. Clips are just long enough to make each point clear. The pace captures audience attention.

## Final Product: 30 pts

<b>Content</b>	Sketchy coverage of topic. Topic not clearly presented.	Topic material presented with basic points covered.	Topic material presented with good insights.	Topic material thoroughly explored with interesting supporting information, interviews or point of view.
<b>Credits &amp; Copyright</b>	There is no reference to copyright information, or credit given to sources.	Some sources of graphic and sound material are not clearly identified.	Every photo, graphic or sound file is either original or permission for its use is documented from the creator/owner.	Copyrighted information for all material used is clearly identified by source and nature of permission to reproduce in product.
<b>Completion of assignment</b>	Few of the elements of the assignment were addressed satisfactorily.	Some of the elements were covered, but nothing extra or beyond the main requirements.	Most of the elements were shown in the final product.	All of the assigned elements, showing a creative twist to keep the audience attention.

**FINAL GRADE:**