

Video Rubric Example

	<i>Level 1 0 to 5pts</i>	<i>Level 2 6 to 10pts</i>	<i>Level 3 11 to 15pts</i>	<i>Level 4 16 to 20pts</i>
<p style="text-align: center;">Content</p> <p>Message Organization Beginning, Middle and End</p> <p style="text-align: center;">Score:</p>	<p>Message and genre are unclear and confusing.</p> <p>Little or no unifying structure.</p>	<p>Message and genre are somewhat apparent.</p> <p>Some related structure.</p>	<p>Message and genre are clear.</p> <p>Obvious plot or structure.</p>	<p>Message and genre are strong and engaging.</p> <p>Exceptional structure and organization.</p>
<p style="text-align: center;">Artistic Merit</p> <p>Transitions Music Sound Effects Visual Effects</p> <p style="text-align: center;">Score:</p>	<p>Artistic elements are used in a limited manner and may distract the audience.</p>	<p>Artistic elements are used in an adequate manner.</p>	<p>Artistic elements are used effectively and creatively.</p>	<p>All artistic elements combine to engage the audience.</p>
<p style="text-align: center;">Technical Design</p> <p>Camera Work Lighting Audio Editing Volume Levels Extraneous Sounds Sound Clarity Video Editing Titles Graphics Transitions</p> <p style="text-align: center;">Score:</p>	<p>Technical difficulties interfere with the audience's ability to view, hear or understand the content.</p>	<p>Techniques and skills in video, audio and lighting are developing.</p>	<p>Techniques and skills in video, audio and lighting are well developed and accomplished.</p>	<p>Techniques and skills in video, audio and lighting are sophisticated and exceptional.</p>
<p style="text-align: center;">Overall Impression</p> <p>Overall impression of the artistic and technical components.</p> <p style="text-align: center;">Score:</p>				

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