

Video Project Rubric

CRITERIA	4	3	2	1
Organization	Script has an in-depth, complete, logical story with a beginning, middle and end.	Script is complete, logical story with a beginning, middle and end.	Script is complete with a few rough spots; needs more length.	Script is incomplete with major gaps; length is too short
Subject Knowledge	Subject knowledge is evident throughout (more than required). All information is clear, appropriate, and correct.	Subject knowledge is evident in much of the product. Information is clear, appropriate, and correct.	Some subject knowledge is evident. Some information is confusing, incorrect or flawed.	Subject knowledge is not evident. Information is confusing, incorrect or flawed.
Acting and Originality	Great clarity, voice projection, no laughing that obscures scene, speaking in complete sentences.	Missing one of the previous elements	Missing two of the previous elements	Missing more than 2 elements or you can't understand or hear.
Graphical Design	Excellent editing. Different scenes in film flow together naturally. The overall product is very convincing and well thought out.	Good editing. There is good flow between scenes. The end result is well adapted and convincing.	Adequate editing. Some aspects of film do not flow together well. The end result is convincing but more direction and fluidity is needed.	Poorly edited. Film does not flow/not convincing. Parts are hard to understand or lack structure or direction. Not well thought out.
Mechanics <i>grammar,</i> <i>pronunciation,</i> <i>speech pace</i>	There were hardly any grammar / spelling errors. (1-2) Group is fluent, pronounces all words correctly. Uses complex ideas, native-like flow of speech.	There were few grammar / spelling errors (3-4) In the group almost all words were pronounced correctly with the exception of 1-2 words. Uses more complex language, but with pauses or chunks.	There were many grammar / spelling errors (5-7) In the group some words were pronounced correctly with the exception of 3-4 words. Uses simple sentences.	There were numerous errors that made it difficult to understand (8-10) In the group many words were pronounced incorrectly. 5-6 words were pronounced incorrectly. Language is choppy and disconnected.
Copyright/Documentation	All sources are properly cited according to the APA style; Permissions to use any graphics from commercial web pages on other sources have been received, printed, and saved for future reference.	Most sources are properly cited	Some sources have not been properly cited and all permissions have not been received.	Sources have not been properly cited and permissions have not been received.