**Video Production Rubric**

**Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Criteria | Excellent | Good | Average | Poor |
| Message | Clearly and | Clearly and | The message | The message is |
|  | concisely | concisely stated to | is clearly | unclear. |
|  | stated to | inform a specific | stated but | Inaccuracies |
|  | inform a | target market about | needs to be | exist. There is no |
|  | specific | video production | more concise | thought to target |
|  | target market | techniques. The | with more | market needs. |
|  | about video | message is | appeal. The | Little to no effort |
|  | production | accurate. More | target market | given to |
|  | techniques. | creativity needed. | needs are | audience. |
|  | Creativity is |  | not |  |
|  | used to |  | addressed. |  |
|  | promote |  |  |  |
|  | interest. The |  |  |  |
|  | message is |  |  |  |
|  | accurate. |  |  |  |
| Presentation | Format | Format is | Some of the | Format needs |
| Design | highlights are | professional. Font | formatting | much |
|  | very | is readable. | used distracts | improvement. |
|  | professional, | Graphics are used | the user. | Font size not |
|  | Information is | however more are | Graphics are | appropriate or |
|  | concise, font | needed or are of | used but are | unreadable. |
|  | size is | low quality. Audio | low quality. | Format is not |
|  | appropriate, | is used but it | More | unified. |
|  | graphics add | includes little to no | graphics |  |
|  | interest, | adjustment. | needed. No |  |
|  | audio level | Unified and follows | audio used. |  |
|  | adds impact | principles and |  |  |
|  | to overall | elements of design. |  |  |
|  | presentation | Rule of thirds |  |  |
|  | of content. | evident. |  |  |
|  | Very unified |  |  |  |
|  | product |  |  |  |
|  | following |  |  |  |
|  | principles |  |  |  |
|  | and elements |  |  |  |
|  | of design. |  |  |  |
|  | Rule of thirds |  |  |  |
|  | evident. |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Multimedia | Format is | Format addresses | Some | No thought on |
| Format | paced | a variety of | formatting but | accessibility, very |
|  | professionally | mediums and can | accessibility | limited in terms of |
|  | in length; | be accessed using | guidelines | delivery. |
|  | format | many devices. | are not |  |
|  | addresses a | Follows | followed |  |
|  | variety of | accessibility | completely |  |
|  | mediums and | guidelines. |  |  |
|  | can be |  |  |  |
|  | accessed |  |  |  |
|  | using a |  |  |  |
|  | variety of |  |  |  |
|  | devices. |  |  |  |
|  | Follows |  |  |  |
|  | accessibility |  |  |  |
|  | guidelines. |  |  |  |
| Professionalism | No spelling/ | 1- 2 errors, | 2-3 errors, | 4-5 errors, |
|  | Grammar | creative, | target market | Unprofessional |
|  | errors, very | knowledge | issues. | product, |
|  | creative, | of target |  | plagiarism or |
|  | knowledge of | market |  | violates digital |
|  | target market |  |  | copyright. |
|  | evident. |  |  |  |