Alabama Council for Technology in Education

VIDEO PRODUCTION RUBRIC			TOTAL SCORE	————
CRITERIA	MINIMAL	PARTIAL	MASTERY	SCORE
DOCUMENTATION 1-15 Did student(s) include citations for sources and permissions for non-student produced materials in a notebook?	None of the required documentation present. 1-5	Some or most of required documentation present. 6-10	All required citations and permissions are present. 11-15	
PROJECT COMPLETION 1-15 Did student(s) complete the entire project?	Project is incomplete, unedited, or not an original student created video. 1-5	Project begins and ends abruptly. Project lacks audio effects or musical elements in certain areas. 6-10	Project is complete and has a clear beginning, middle and end with audio effects and musical elements included throughout the entire project. 11-15	
CREATIVITY 1-20 Did student(s) use a higher level of creativity throughout the design process and presentation?	Minimal levels of creativity shown in the project design and oral presentation. 1-7	Displays lower level of creativity in the design process and oral presentation. 8-14	Displays high level of creativity throughout design process and oral presentation. Unique, well planned and creative. 15-20	
PURPOSE 1-20 Did all parts of the project work together for the intended purpose?	No elements of the design fit the purpose of the project. 1-7	Some elements feel out of place or unnecessary. Minor issues such as background noise, sound level problems, shaky video. 8-14	Audio/video are smooth transitions that enhance the presentation; audio segments consistent quality & properly synchronized with the video segments. Edits clean & effective. 15-20	
UNDERSTANDING 1-30 Did student(s) demonstrate a solid understanding of the software in development of the project?	Student displayed little to no understanding of the software used. 1-10	Student does not show full understanding of software. Choice of software may be inappropriate for the project. 11-20	Presents all edits and can discuss how the included effects enhance the project. Mastery of choice of software. Able to answer questions about the design process. 21-30	

Comments: