

Video Rubric

Producer: _____

Video: _____

Criteria		Exceptionally well executed (11)	Good, with room for improvement (9)	Meets minimum requirement (7)	Pts	Pts
Pre-Production	Preparation	Project sheet filled out on time and to a degree that demonstrates clarity of purpose and clear concept for the production.	Project sheet filled out on time and completely. The purpose of the production can be readily determined.	Project sheet up to 2 days late, but is filled out completely. The purpose of the film could be clearer		
	Storyboard & Script	Complete storyboard details every scene, transition and shot. Script is completed before filming with only minor changes. Interview questions are well thought out and researched.	Storyboard details each scene and transition. Script is mostly complete and interview questions are well thought out.	Storyboard details each scene. Script and interview questions exists, but may not have been followed completely.		
	Casting, Location & Costuming	Cast & location choices are truly inspired. Costumes / Wardrobe adds significantly to the project.	Cast, location and wardrobe thought out and improve the production value of the project	Cast, location and wardrobe do not detract from the quality of the project.		
Production	Filming	Truly amazing cinematography is displayed. Shots are well framed with proper balance and field of view. The rule of thirds and 180 degree rules are followed.	Most shots well planned, framed and balanced.	Some shots are well planned, but the majority seem to be shot with little forethought.		
	Coverage	Scenes are shot with an eye toward post-production editing. Cut-away, point of view, over the shoulder and shot/reverse shot are all well executed.	A nice variety of shots and shots are well thought out. Various techniques are used to enhance the production	Variety of shots too narrow. Some scenes missing important coverage.		
	Camera Movement	Camera movements are steady, slow, well planned and executed. Tripods, Dollies and steady-cams are used where needed. Action is allowed to leave the frame.	Almost all camera movement is steady and well thought out. Some equipment is apparently used to enhance shot quality.	It is not obvious to novices that no equipment was used. Shots are reasonably steady & smooth.		
	Sound	Dialog is easy to understand and ambient sound recording is well executed. Appropriate microphones are used.	Dialog is understandable. Sound levels are consistent throughout the production.	Most dialog is understandable.		
	Lighting	Additional lighting is used where needed to eliminate shadows and glares. All scenes are professionally lit. Three-point lighting is used.	Lighting is mostly professional, a few shots may be too light or too dark.	Lighting does not distract from the production, slight problems with backlighting.		
Post-Production	Editing Technique	A wide variety of editing techniques are well executed including: L/J cuts, cutting on action, cut-away, point of view and shot / reverse shot. Cuts maintain continuity and screen direction.	Editing is well done and demonstrates a wide variety of techniques.	Editing is mostly well done and several techniques are used.		
	Titles & Effects	Titles and effects are all professional in nature and always serve to improve the production. Stills & Graphics are professional in appearance and duration.	Titles and effects are well done, stills and graphics improve the quality of the production	Titles exist, but may not always enhance the production. Effects are appropriate, but could be executed better.		
	Transitions	Video moves smoothly from shot to shot. A wide variety of transitions/cuts are used. Shots and scenes flow seamlessly.	Most shots flow well. Various cuts/transitions are used in the production without attracting attention.	A few shots may change abruptly, scenes could be tied together better.		
	Pacing & Length	Pacing of the project is professional in nature. All clips and scenes are the correct length to convey the desired emotional effect.	The project is well paced and clips are of appropriate length.	Some clips are noticeably too long or too short.		
	Audio	Voice-overs, dialog, ambient sound and soundtrack contribute richly to the production. The volume of all audio is well thought out.	Some unwanted ambient noise is present. Music choices usually match the tone of the film. Some dialog may be stilted or hard to understand.	Unwanted ambient noise clearly present, Dialog often stilted or hard to understand. Volume levels are sometimes poorly edited.		
Final Product	Intro	Establishing shots and titles work together in a compelling way to hook the viewer and to clearly set the emotional and intellectual tone for the production.	Establishing shots and titles work well to introduce the viewer to the production.	Establishing shots and titles exist, but do little to set the tone of the production.		
	Story	Approach is original and captivating. The purpose of the film is clearly accomplished.	The video is enjoyable. It is easy to understand the purpose of the production.	Story is somewhat difficult to follow. Purpose is not obvious.		
	Conclusion	Closing scene(s) provide intellectual and emotional closure to the production. All "lose ends" are tied up.	Production is neatly brought to closure. The viewer is left feeling satisfied with the video.	Ending provides some closure, but leave questions unanswered for the viewer in an unsatisfying manner.		
	Distribution	All copyrights are displayed and permissions are secured, royalty free alternatives found or Fair Use rational is provided. Final cut is available online and/or in physical media.	No copyrighted material used, permissions are obtained or Fair Use rational is provided. Final cut is available online and/or in physical form.	Copyrighted material is used and credit is given to the original artist. Final cut is available online or in physical form.		
Bonus	At the instructor's discretion, up to 10 bonus points may be awarded for the following: Productions that clearly go beyond expectations in terms of the scope or quality of the final product. Building and utilizing any extra equipment for use in the production phase of the project. Projects that utilize and advanced techniques that the producer learned on their own.					
Total Points (out of 170)						

See the back of this sheet for additional comments.