

Rubric for Video Project

Name _____

Date _____

	Level 4	Level 3	Level 2	Level 1	
Storyboard	The storyboard illustrates the video presentation structure with thumbnail sketches of each scene. Notes of proposed transition, special effects, sound and title tracks include are included.	The storyboard includes thumbnail sketches of each video scene and includes text for each segment of the presentation, descriptions of background audio for each scene, and notes about proposed shots and dialogue.	The thumbnail sketches on the storyboard are not in a logical sequence and do not provide complete descriptions of the video scenes, audio background, or notes about the dialogue.	There is no evidence of a storyboard.	
Video Continuity / Editing	The video is edited with only high quality shots remaining. Video moves smoothly from shot to shot. A variety of transitions are used to assist in communicating the main idea and smooth the flow from one scene to the next. Shots and scenes flow seamlessly. Digital effects are used appropriately for emphasis.	The video is edited throughout with only quality shots remaining. A variety of transitions are used. Good pacing and timing.	The video is edited in few spots. Several poor shots remain. Transitions from shot to shot are choppy, and the types of wipes and fades selected are not always appropriate for the scene. There are many unnatural breaks and/or early cuts.	The video is unedited and many poor shots remain. No transitions between clips are used. Raw clips run back to back in the final video.	
Audio Editing	The audio is clear and effectively assists in communicating the main idea. Background audio is kept in balance.	The audio is clear and assists in communicating the main idea.	The audio is inconsistent in clarity (too loud/too soft/garbled) at times and/or the background audio overpowers the primary audio.	The audio is cut-off and inconsistent or overpowering.	
Lighting	Additional lighting is used to eliminate shadows and glares. All scenes have sufficient lighting for viewer to easily see action.	Additional lighting is used. Few shadows or glares are apparent.	Some scenes are too dark or too light to determine what is happening.	Only ambient (available) light is used. Most scenes are too dark or too light to determine what is happening.	
Camera Techniques (Exposure / Focus)	All shots are clearly focused and well framed. The camera is held steady with few pans and zooms. Close-ups are used to focus attention.	Most shots are clearly focused and well framed.	Some shots are unfocused or poorly framed.	Many shots are unfocused and poorly framed. Excessive panning and zooming distracts the viewer.	
Timing	Video clips show no slack time. "Three beat" timing (three actions per clip or three clips per event) is evident.	Most video clips are edited to remove slack time and to emphasize action.	Some video clips need to be edited to remove slack time and increase action.	Video clips begin and end with slack time or no action.	



- Level 1 - Limited ability to meet standard and limited effectiveness
- Level 2 - Some ability demonstrated and moderately effective
- Level 3 - Considerable ability demonstrated, considerable clarity or accuracy
- Level 4 - Thorough, high degree of skill demonstrated, insightful, highly accurate