**Rubric**

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|  | **5** | **4** | **3** | **2** | **1** |
| **Content Knowledge** | Video content exemplifies  accuracy supported with facts  and documentation. The video  shows clear understanding of  content and shows that content  has been evaluated and  synthesized | Video message is accurate,  documented, and supported with  facts. The video shows clear  understanding of content | Video appears to contain  factual information but not  verified or documented.  The video shows some  understanding of content. | Video contains opinion  or bias not supported by  facts. The video shows  little understanding of  content. | Video is not  accurate. The  video shows no  understanding of  content. |
| **Creativity & Originality** | Video product grabs the  audience with unexpected and  novel techniques to illustrate  exemplary creativity,  originality, and imagination.  Leaves the audience with a  “Wow” reaction. | Video product engages the audience  with imaginative design elements  that enhance the original idea or  message. | Video includes novel ways  of presenting an original  idea or message but is used  inconsistently throughout  the video. | Video demonstrates  some imagination  without real engagement  of the audience. | Video lacks any  creativity or use of  imagination. |
| **Message** | Message is clear and concise  throughout the entire video.  Exemplary demonstration of  message through a single  thought or phrase (tag line). | Message is clear and concise  throughout the entire video. | Message is present but not  consistent throughout. | Mixed messages  contained without clear  connection. | Lack of message  in video. |
| **Technical Components** | Video exhibits exemplary  demonstration of camera,  narration, sound, editing,  lighting, and transitions to  increase effectiveness of overall  message or theme. | Video consistently demonstrates  effective use of camera, narration,  sound, editing, lighting, and  transitions for effective transmission  of message or theme. | Video includes components  of camera use, narration,  sound, editing, lighting,  and transitions but may not  equally support the  transmission of message or  theme. | Video includes camera  use, narration, sound,  editing, lighting, and  transitions but does not  transmit the message or  theme. | Video omits some  of the necessary  elements to  transmit message  or theme |