



University of Wisconsin - Stout — [Schedule of Online Courses, Online Certificate Programs, and Graduate Degree](#)

This rubric may be used for self-assessment and peer feedback.

Video Project Rubric

| ACTIVITY | Exemplary | Proficient | Partially Proficient | Unsatisfactory | POINTS |
|---|--|--|--|--|--------|
| Use of Resources and Citations During Research and Note Taking | <p>12 points</p> <p>Note cards indicate research questions, sources of information and graphics, and identify relevant pro and con arguments (if appropriate to the topic).</p> <p>Sources of information and graphics are properly cited using citations.</p> | <p>8 points</p> <p>Note cards show research questions, relevant information from multiple sources of information and evaluate alternative points of view (if appropriate for the topic).</p> <p>All sources of information are clearly identified and credited using citations..</p> | <p>4 points</p> <p>Note cards show a few research questions from a few sources of information and fail to identify relevant counter-arguments (if appropriate for the topic)..</p> <p>Most sources of information are identified using proper citation.</p> | <p>0 points</p> <p>Note cards do not include research questions, sources of information and ignore alternative points of view.</p> <p>No citations are included.</p> | ___/12 |
| Storyboard | <p>6 points</p> <p>The storyboard illustrates the video presentation structure with thumbnail sketches of each scene. Notes of proposed transition, special effects, sound and title tracks include: text, background color, placement & size of graphic, fonts - color,</p> | <p>4 points</p> <p>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.</p> | <p>2 points</p> <p>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.</p> | <p>0 points</p> <p>There is no evidence of a storyboard.</p> | ___/6 |

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| | <p>size, type for text and headings. Notes about proposed dialogue/narration text are included.</p> <p>All sketches are numbered, and there is a logical sequence to the presentation.</p> | All sketches are organized and numbered in a logical sequence. | | | |
| Content/Organization | <p>18 points</p> <p>The content includes a clear statement of purpose or theme and is creative, compelling and clearly written. A rich variety of supporting information in the video contributes to understanding the project's main idea. The project includes motivating questions and advanced organizers that provide the audience with a sense of the presentation's main idea. Events and messages are presented in a logical order.</p> | <p>12 points</p> <p>Information is presented as a connected theme with accurate, current supporting information that contributes to understanding the project's main idea.</p> | <p>6 points</p> <p>The content does not present a clearly stated theme, is vague, and some of the supporting information does not seem to fit the main idea or appears as a disconnected series of scenes with no unifying main idea.</p> | <p>0 points</p> <p>The content lacks a central theme, clear point of view and logical sequence of information. Much of the supporting information in the video is irrelevant to the overall message. The viewer is unsure what the message is because there is little persuasive information and only one or two facts about the topic. Information is incomplete, out of date and/or incorrect.</p> | ___/18 |
| Introduction | <p>6 points</p> <p>The introduction is compelling and provides motivating content that hooks the viewer from the beginning of the video and keeps the audience's attention.</p> | <p>4 points</p> <p>The introduction is clear and coherent and evokes interest in the topic.</p> | <p>2 points</p> <p>The introduction does not create a strong sense of what is to follow.</p> | <p>0 points</p> <p>The introduction does not orient the audience to what will follow.</p> | ___/6 |
| Production Quality | | | | | |
| Video Continuity/ | 12 points | 8 points | 4 points | 0 points | ___/12 |

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|---|--|---|--|--|--------|
| Editing | The tape 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 tape is edited throughout with only quality shots remaining. A variety of transitions are used. Good pacing and timing. | The tape 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 tape 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 | 12 points The audio is clear and effectively assists in communicating the main idea. Background audio is kept in balance. | 8 points The audio is clear and assists in communicating the main idea. | 4 points The audio is inconsistent in clarity (too loud/too soft/garbled) at times and/or the background audio overpowers the primary audio. | 0 points The audio is cut-off and inconsistent or overpowering. | ___/12 |
| Lighting | 3 points Additional lighting is used to eliminate shadows and glares. All scenes have sufficient lighting for viewer to easily see action. | 2 points Additional lighting is used. Few shadows or glares are apparent. | 1 points Some scenes are too dark or too light to determine what is happening. | 0 points Only ambient (available) light is used. Most scenes are too dark or too light to determine what is happening. | ___/3 |
| Camera Techniques (Exposure/Focus) | 12 points 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. | 8 points Most shots are clearly focused and well framed. | 4 points Some shots are unfocused or poorly framed. | 0 points Many shots are unfocused and poorly framed. Excessive panning and zooming distracts the viewer. | ___/12 |
| Graphics | 6 points The graphics and/or | 4 points The graphics or animation | 2 points Some of the graphics | 0 points The graphics and/or | ___/6 |

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|----------------------|---|--|---|---|--------|
| | animation assist in presenting an overall theme that appeals to the audience and enhances concepts with a high impact message. Graphics explain and reinforce key points during the presentation. | visually depict material and assist the audience in understanding the flow of information or content. | and/or animations seem unrelated to the topic/theme and do not enhance concepts. | animations are unrelated to the content. Graphics do not enhance understanding the content, or are distracting decorations that detract from the content. | |
| Copyright | 6 points Copyrighted information for photos, graphics and music is clearly identified by source and nature of permission to reproduce. | 4 points Every photo, graphic or music is either original or permission for its use is documented. | 2 points Some sources of photos, graphics, and music are not clearly identified with references, and permission to reproduce is missing. | 0 points There is no reference to copyright information for photos, graphics, and music. | ___/6 |
| Moving Images | 3 points Motion scenes are planned and purposeful, adding impact to the story line. "Talking heads" scenes are used when crucial to telling the story. | 2 points The video includes some "talking heads," and backgrounds and video effects add interest. Most motion scenes make the story clearer or give it more impact. | 1 points The video includes "talking heads" and a few motion scenes are added but do not improve understanding of the story line. | 0 points The video features "talking heads" with little or no action to add interest or the video uses action excessively. | ___/3 |
| Timing | 3 points Video clips show no slack time. "Three beat" timing (three actions per clip or three clips per event) is evident. | 2 points Most video clips are edited to remove slack time and to emphasize action. | 1 points Some video clips need to be edited to remove slack time and increase action. | 0 points Video clips begin and end with slack time or no action. | ___/3 |
| TOTAL POINTS | | | | | ___/99 |

A - Exemplary: 86-99 points

B - Proficient: 76-85 points

Partially Proficient or Unsatisfactory: Needs to be resubmitted - fewer than 75 points

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