Video Production Rubric

Categories	Below Proficient	Satisfactory	Proficient	Advanced	Points Earned
Guidelines	The video is missing most of the project and/or class guidelines. The video isn't appropriate for the class and school. (5)	The video is missing 2 of the project and/or class guidelines. Everything is appropriate for the class and school. (10)	The video is missing 1 of the project or class guidelines. Everything is appropriate for the class and school. (15)	The video contains all the project and class guidelines. Everything is appropriate for the class and school. (20)	_____ Out of **20**
Filming	5 or more shots are not focused, shaky and/or not framed well. Rule of Thirds, 180 Degree rule not observed. Too much or too little headroom. More than 4 continuity errors. (6)	3-4 shots are not focused, shaky and/or not framed correctly. Rules of Thirds is slightly used. 180 degree rule isn't consistent. Proper headroom not consistent. 3-4 Continuity errors. (9)	1-2 shot are not focused, shaky or well framed. Rule of Thirds is evident. 180 Degree rule is used and evident. There is good use of headroom. 1-2 Continuity errors. (12)	All shots are clearly focused, steady and well composed. Rule of Thirds is always followed. 180 Degree rules is always followed. Excellent use of headroom. (15)	_____ Out of **15**
Shot Selection	Shots are unorganized. Next to no variety selection. Doesn't show planning or purpose. Excessive panning or zooming distracts viewer. No close-ups used. (2)	Not a good variety of shots. Shots indicate basic theme. Still have slight disorganization. Some excess panning or zooming. Few close-ups used. (4)	Good variety of shots and movements. Shots indicate/convey theme. Shots are organized. Purpose can be realized. Closed ups are used. . (7)	Huge variety of shots and movements. Well crafted selection to help tell the story. No distracting camera work. Close-ups used to focus attention. (10)	_____ Out of **10**
Editing	Edit lacks continuity. Edits are rough. More than 4 jump cuts, black holes, flash frames. Awkward/ inappropriate transitions used. More than 4 continuity issues. (6)	Clips aren't trimmed (all clip used). Edits show competency. 3-4 unintentional jump cuts, flash frames and/or black holes. Doesn't utilize transitions well. 3-4 continuity issues. (9)	Edits are smooth and good command of editing. 1-2 unintentional jump cuts, flash frame or black hole. Good use of transitions. Minor distractions. 1-2 Continuity issues. (12)	Edits are very smooth, demonstrate a Strong command of editing. Video flows at a great pace. Great use of transitions. No distractions. (15)	_____ Out of **15**
Lighting	Indoor and Outdoor lighting is inconsistent. Has a backlit subject or shot. More than 4 shots are too dark or bright. (4)	Lighting is present but 3-4 shots are too dark or bright. White balance isn't consistent. (6)	WB set evident. 1-2 shots are either too dark or bright. No Backlit shots. (8)	Properly sets WB. Shot is lit perfectly. Mood of scene matches lighting. (10)	_____ Out of **10**
Sound, Music & Audio	Sound is NOT clear. No microphone used. Levels NOT checked. Lots of background noise. Music and sound fx are not there or inappropriate. (2)	Voices are very hard to understand. Levels require lots of changes. No microphone used. Some clips are muffled or over modulated. Unplanned background noise. No NAT sound or music. (4)	Voices are clear and not muffled or over modulated. Levels require a few minor changes. Little background noise. Music is used appropriately. (7)	Microphone ALWAYS used for clear audio. Levels are checked and even. Music used appropriately. Sound FX help production. (10)	_____ Out of **10**
Content, Story, Message, Info	The project strays from focus. Story, Info, Message is vague, not carried through to completion. Unorganized structure, chaotic. (6)	Story, message, info has is identifiable. Focus somewhat maintained. Accurate info given, apparent structure to story. (9)	Project has clear focus, and story, message, info is clearly told. Focus is maintained. Accurate and furthering info given. (12)	Project has VERY clear focus, and story, message, info is COMPELLING and CREATIVE. Great focus and further info. (15)	_____ Out of **15**
Graphics	More than 2 misspellings. Not appropriate titles. (0)	2 Titles could fit on screen better (color and/or location). 2 misspellings (3)	Titles add information. 1 misspelling. One is a little hard to see due to placement or color (4)	Titles add valuable information. No Misspellings (5)	_____ Out of **5**
				TOTAL POINTS	_____ out of **100**