

Video Production Rubric

	Masterful / Sophisticated	Competent / Proficient	Novice / Needs Improvement	Incomplete
Intro & Conclusion <ul style="list-style-type: none"> The Pitch Purpose Grade Continuum	Persuasive, addresses all components in detail	Explains a general plan for the project	Doesn't explain the project focus or represent the final outcome	Incomplete, poor execution and effort
Storyboard Grade Continuum	Detailed planning on video shot sequence, scenery descriptions and dialog for every scene, clean depiction, professional looking	Sketches are in logical sequence, but do not give adequate description of video scenes or dialogue notes, some smudges	Does not represent the sequence of shots in the video; storyboard descriptions are vague or incomplete, cleanliness issues	Incomplete, poor execution and effort
Script Grade Continuum	Grammar, spelling, punctuation, capitalization, no errors	Includes 1-4 grammatical errors, misspellings, punctuation errors	5 or more grammatical errors, including but not limited to spelling, punctuation, and capitalization	Incomplete, poor execution and effort
Film Quality <ul style="list-style-type: none"> 1080P+ Grade Continuum	Video is not shaky, reflects clean editing and clear audio	Minor issues with video; may be shaky, unclear editing and unclear audio	Major issues with video may include choppy editing, distracting images, shaky filming, unclear audio, or poor editing	Incomplete, poor execution and effort
Story Engagement Grade Continuum	Unique, original, and strong emotional appeal	Cliché or moderate emotional appeal	Little or no engagement or emotional appeal	Incomplete, poor execution and effort
Content Grade Continuum	Strong message, covers topics completely and with depth	Message is clearly communicated with essential information, limited depth	Message is unclear or vague with few sourced facts	Incomplete, poor execution and effort
Audio Elements Grade Continuum	Narration is clear and edited, soundtrack /effects compliment but doesn't overwhelm narration	Narration is fairly clear but occasionally overwhelmed by soundtrack effects	Narration hard to discern or soundtrack is distracting	Incomplete, poor execution and effort
Credits & Copyright Grade Continuum	Title included with all images and sound credited and cited; either original or permission-for-use by owner is documented	Title and citations given but missing some sources of multimedia or permission to reproduce is missing	No title, credits, citations or references to copyright information for photos, graphics, and music	