

Category	4 Points	3 Points	2 Points	1 Point
Purpose of Story	Establishes a purpose early on and maintains a clear focus throughout	Establishes a purpose early on and maintains focus for most of the presentation.	There are a few lapses in focus, but the purpose is fairly clear.	It is difficult to determine the focus of the video.
Point of View	The point of view is well developed and contributes to the overall meaning of the story.	The point of view is stated but does not connect with each part of the story.	The point of view is stated but no attempt is made to connect it to the overall meaning of the story.	The point of view is only hinted at, or is difficult to discern.
Dramatic Question	A meaningful dramatic question is asked and answered within the context of the story.	A dramatic question is asked but not clearly answered within the context of the story.	A dramatic question is hinted at but not clearly established within the context of the story.	Little or no attempt is made to pose a dramatic question or answer it.
Pacing	The pace fits the storyline and helps engage the audience.	The pacing is occasionally too fast or too slow.	An attempt is made at pacing but the audience is not fully engaged.	No attempt at pacing is made.
Audio Elements	Narration is clear and well edited. Soundtrack/effects compliment but does not overwhelm narration. All music is original.	Narration is fairly clear but is occasionally overwhelmed by soundtrack/effects. Some music is original.	Narration is hard to discern many times, soundtrack is distracting, no original soundtrack.	Narration is missing, no soundtrack (even during credits).
Image Elements	All images are clear(with little or no pixelation), original, and used symbolically most of the time.	Some images are pixelated, non-original and only occasionally used symbolically.	Many images are pixelated, non-original, showing watermarks, and no symbolism.	All images are pixelated, non-original, watermarked, literal and/or Inappropriate.
Economy	The story is told with exactly the right amount of detail and is not too long or short. (3 to 4 minutes)	The story sometimes is lacking or including unnecessary details, sometimes seems to drag. (2.5 or 4.5 minutes)	The story needs more editing and is noticeably too long or too short. (2 or 5 minutes)	The story needs extensive editing, ignoring economy. (less than 2 or over 5 minutes)
Credits and Citations	Title included at beginning or end, all images and sound credited and cited.	Some citations and credits are missing	Many citations and credits are missing.	No title or credits.
Original Content	All original content-images and sound.	Mostly original content-images and sound.	Mostly non-original content-images and sound.	No original content-images and sound
Effects-Motion and Transitions	Used at least 4 motion effects, transitions are effective.	Used at least 3 motion effects, transitions are mostly effective.	Used at least 1 motion effect, some transitions are distracting.	Used no motion effects, no transitions.