

## Research Video Rubric

Name of Project: \_\_\_\_\_

Name(s): \_\_\_\_\_

Criteria	3 points	2 points	1 point	0 points
<b>Content</b>				
<b>Creativity</b>	Complete originality in composition and delivery, strong evidence of critical thinking skills.	Few elements are not original in composition and delivery, some evidence of critical thinking skills.	Some elements are not original in composition and delivery, little evidence of critical thinking skills.	Majority of elements are not original in composition and delivery, no evidence of critical thinking skills.
<b>Content and Theme</b>	Content is complete and clearly relevant to the project - theme and message are distinctly clear.	Content is mostly complete and has some relevance to the project - theme and message are clear with some confusing points.	Content has gaps and/or little relevance to the project - theme and message are not clear.	Content has major gaps and/or little to no relevance to the project - there is no relevant message or theme.
<b>Economy</b>	The story is told with exactly the right amount of detail throughout. It does not seem too short, or too long. It does not feel rushed, or too slow.	The story composition is typically good, though the amount of detail, pace, or overall length may not be well thought out at times.	The story is incomplete or drags on in more than one section. The story loses audience interest or leads to confusion at times.	The length of the story is much too long or much too short. It fails to capture audience interest.
<b>Knowledge and Understanding</b>	Work has strong, clear, and unified focus and purpose. Work presents traditional knowledge in ways that are well thought out, insightful, lucid, and thought-provoking.	Work has a clear and unified focus and purpose. Work presents traditional knowledge in ways that are appropriate and relevant.	Work has some clarity of focus and purpose. Work presents traditional knowledge in ways that are sometimes appropriate and relevant. Knowledge seems superficial.	Work has limited clarity of focus and purpose. Work presents traditional knowledge in ways that are not always appropriate and/or relevant.
<b>Thinking and Inquiry</b>	Work shows a high degree of respectful risk-taking to include unexpected or unconventional features. Project shows excellent thematic insight into the topic.	Work shows considerable respectful risks to include unexpected or unconventional features. Project shows good insight into the topic.	Work shows some risks to include unexpected or unconventional features. Project shows some insight into the topic.	Work shows limited or disrespectful risk-taking. Project shows little insight into the topic.

Criteria	3 points	2 points	1 point	0 points
<b>Elements of Film</b>				
<b>Literary Design</b>	Complete and detailed evidence of planning throughout entire storyboard including sketches, sequencing, pacing, and consistent storytelling.	Evidence of planning through 2/3 of storyboards including sketches, sequencing, pacing, and storytelling.	Evidence of planning through up to 1/3 of storyboard including sketches, sequencing, pacing, and storytelling.	Little to no evidence of planning including minimally completed sketches, sequencing, pacing, and storytelling.
<b>Visual Design</b>	Transitions, effects, and edits are appropriate to the subject matter, add to the flow of the video, and most importantly, do not distract from the video	Most transitions, effects, and edits are appropriate to the subject matter, add to the flow of the video, and most importantly, do not distract from the video	Some transitions, effects, and edits are appropriate to the subject matter, add to the flow of the video, and most importantly, do not distract from the video	Little to no transitions, effects, and edits are appropriate to the subject matter, add to the flow of the video, and most importantly, do not distract from the video
<b>Cinematography</b>	Strong use of quality videography, including camera angles, framing, and lighting used to add to the overall impact of presentation	Some elements of videography, including camera angles, framing, and lighting used to add to the overall impact of presentation	Very few elements of videography, including camera angles, framing, and lighting used to add to the overall impact of the presentation	Little to no elements of videography, including camera angles, framing, and lighting used to impact the overall presentation
<b>Video Editing</b>	Editing demonstrates a full working knowledge of the software.	Editing demonstrates a good working knowledge of the software.	Editing demonstrates a fair knowledge of the software.	Editing shows a lack of understanding of the software.
<b>Sound Design</b>	The pace (rhythm and voice punctuation) fits the storyline and helps the audience follow the message. Music and sound choices add to the cinematic experience throughout the video.	Occasionally speaks too quickly or too slowly for the video. The pace (rhythm and voice punctuation) is relatively engaging for the audience. Music and sound choices add to the cinematic experience throughout most of the video.	Pacing is often out of sync with the video. Audience is not consistently engaged. Music and sound choices do not add to the cinematic experience throughout most of the video.	No attempt to match the pace of the audio with the visual elements. Music and sound choices detract from the cinematic experience throughout the video.
<b>Comments:</b>				