

	0-4 points	5-6 points	7-8 points	9-10 points	
	Incomplete	Partially Complete	Proficient	Exemplary	Summary
Content and Organization	<p>The content lacks a central theme, clear point of view and logical sequence of information. Much of the supporting information is irrelevant to the overall message. The viewer is unsure what the message is because there is little persuasive information. Information is incomplete.</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 stories with no unifying main idea.</p>	<p>Information is presented as a connected theme with accurate, current supporting information that contributes to understanding the project's main idea. Details are logical and persuasive information is effectively used. The content includes a clear point of view with a progression of ideas and supporting information.</p>	<p>The content includes a clear statement of purpose or theme and is creative, compelling and clearly produced. A rich variety of supporting information in the video contributes to understanding the project's main idea. The video includes motivating ideas that provide the audience with a sense of the main idea. Events and messages are presented in a logical order.</p>	
Development	<p>Unresponsive to feedback from peers and instructors.</p>	<p>Somewhat responsive to feedback from peers and instructors. Traces of evidence that the video was revised and improved.</p>	<p>Responsive to feedback from peers and instructors. Strong evidence that the video was revised and improved during the development process.</p>	<p>Extremely responsive to feedback from peers and instructors. It is clearly evident that the video was revised and improved over the development process.</p>	
Continuity and Editing	<p>Video is unedited and many poor clips remain. No transitions between clips are used.</p>	<p>Video is edited in few spots. Several poor clips remain. Transitions do not assist in communicating the main idea. There are many unnatural breaks and/or early cuts. Audio effects are overdone and distract from the content.</p>	<p>Video is edited throughout with only quality clips remaining. A variety of transitions are used. Good pacing and timing.</p>	<p>The project is edited with only high quality video remaining. Video moves smoothly from scene to scene. A variety of transitions are used to assist in communicating the main idea and smooth the flow from one scene to the next. The video flows seamlessly.</p>	
Pace	<p>Video clips are too long and do not advance the storyline or to short and leaves out essential message.</p>	<p>Video clips need to be edited in length or move too quickly to assist in telling the story.</p>	<p>Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell a complete story.</p>	<p>All video clips fit the storyline. Clips are just long enough to make each point clear. The pace captures audience attention.</p>	
Theme	<p>Video is cut-off and inconsistent. Great difficulty communicating ideas with poor voice projection.</p>	<p>The video is inconsistent in clarity at times and insufficiently communicates the main idea. Adequate preparation and delivery.</p>	<p>The video is clear, but only partially assists in communicating the main idea. Adequate preparation and delivery.</p>	<p>The video is clear and effectively assists in communicating the main idea. Ideas are communicated with enthusiasm and clear delivery.</p>	
Total					/50