

National Rural Education Video Essay Rubric

Category	Criteria	5	3	1	Total
Content Objective (Total 5 Points)	Storyline	<ul style="list-style-type: none"> - Tells a compelling story. - Content relates to the storyline - Provides fresh, interesting or humorous insights - Events are presented in a logical order 	<ul style="list-style-type: none"> - Tells a connected story - Content mostly relates to storyline but some items do not - Events seem to be slightly out of logical order 	<ul style="list-style-type: none"> - Tells a confused or disconnected story - Random or irrelevant content included - Events are completely out of logical order 	
Production Quality (Total 20 Points)	Video	<ul style="list-style-type: none"> - Always in focus (unless purposefully done) - Always steady - Variety of camera movements. The movements are planned and purposeful to provide impact to the story - Variety of angles and shots 	<ul style="list-style-type: none"> - Usually in focus - Usually steady - The camera movements are limited throughout - Very few different angle shots 	<ul style="list-style-type: none"> - Sometimes in focus, often out of focus - Sometimes steady but often wobbly - No camera movements used - No variety of angle shots used 	

	Audio	<ul style="list-style-type: none"> - Sound always clear (unless purposefully done) - Ambient noise is appropriate - Appropriate use of silence 	<ul style="list-style-type: none"> - Sound usually clear - Limited ambient noise - Silence seems awkward or out of place 	<ul style="list-style-type: none"> - Most sound unclear (low voices) - Overly loud ambient noise - Too silent, causing storyline to fail 	
	Voiceovers, Background music & Sound Effects	<ul style="list-style-type: none"> - Background music and sound effects well balanced - Music and effects enhance mood/pacing - Creative/appropriate use of sound effects, narration, etc. 	<ul style="list-style-type: none"> - Background music and sound is somewhat balanced but some is loud or too quiet - Music and effects are appropriate for mood/pacing but doesn't enhance it 	<ul style="list-style-type: none"> - Background music overly loud or too quiet - Sounds are unrelated to material and is not appropriate for mood/pacing 	
	Lighting	<ul style="list-style-type: none"> - Additional lighting is used to eliminate shadows or glare - All scenes have sufficient lighting - Use of vivid colors 	<ul style="list-style-type: none"> - Additional lighting is used as necessary but some shadows and glares still exist - Most scenes have sufficient lighting, but some are dark. 	<ul style="list-style-type: none"> - Only ambient light is used - Many scenes are too bright or too dark - No use of color 	

Editing (Total 15 Points)	Cutting	Clips show no slack time and begin and end with thought to the action.	Most clips edited to remove slack time and to begin and end with thought to action.	Clips begin and/or end with slack time or in mid action.	
	Transitions	All transitions between clips are appropriate, suit mood and content, and smooth the flow from scene to scene.	Basic transitions used (cut and fade) appropriately. Flow from scene to scene is fairly appropriate but could use some modifications	No transitions between clips are used or too many different transitions are used to confuse the viewer.	
	Pacing / Continuity	<ul style="list-style-type: none"> - Variety of pacing helps the mood and content of the piece. - Pacing keeps viewers interested. - Video clips fit the storyline. 	<ul style="list-style-type: none"> - Most video clips move at a steady pace to help keep viewers interested. - Most video clips fit the storyline. 	<ul style="list-style-type: none"> - Many clips are too long or too short, making pace of video not interesting to viewers. - Many video clips do not fit the storyline. 	
Enhancing (Total 10 Points)	Titles	Titles and subtitles are clear with lack of errors and are innovative.	Titles and subtitles are usually clear and have minor errors.	Titles and subtitles are unclear due to font, size or color contrast. Errors are found throughout.	
	Graphics, Animations &	- All graphics, animations, or effects are related to and	- Most graphics, animations, or effects are related to and	- Some graphics, animations or effects are related but most	

	Special Effects	<p>enhance the storyline of the piece.</p> <ul style="list-style-type: none"> - Most graphics and animation are original - All graphics are clear (appropriate size, composition, resolution.) - All elements work well with each other 	<p>enhance the storyline of the piece.</p> <ul style="list-style-type: none"> - Some graphics are original, but most are borrowed clipart or images - Most graphics are clear (most use appropriate size, composition, resolution.) 	<p>are not related to the storyline.</p> <ul style="list-style-type: none"> - Most or all of the graphics are borrowed clipart or images - Graphics are unclear due to size, composition, or resolution. 	
Creativity (Total 5 Points)	Unique and shows originality	<ul style="list-style-type: none"> -Thorough evidence of imagination, creativity, or thoughtfulness to the piece/topic. - Style or mood suits the content - Piece is creative and original work 	<ul style="list-style-type: none"> - Some evidence of imagination, creativity, or thoughtfulness to the piece/topic. - Style and mood is lacking in parts. 	<ul style="list-style-type: none"> - Little evidence of imagination, creativity or thoughtfulness to the piece/topic. - Style and mood are obsolete in the piece. 	
TOTAL					