

Evaluation Rubric for Video Project

Performance Level	Needs Improvement	Satisfactory	Excellent
Subject Content (Identity theories/constructs used)	Subject knowledge is not evident. Information is confusing, incorrect, or flawed. 0-9 points	Subject knowledge is evident in much of the video. Most information is clear, appropriate, and correct. 10-20 points	Subject knowledge is evident throughout the video. All information is clear, appropriate and correct. 21-30 points
Video content and organization	The video lacks a central theme, clear point of view, and logical sequence of information. Much of the information is irrelevant to the overall message 0-2 points	Information is connected to a theme. Details are logical and information is relevant throughout most of the video 3-5 points	Video includes a clear statement of purpose. Events and messages are presented in a logical order, with relevant information that supports the video's main ideas. 6-10 points
Mechanics	The text and audio have 4 or more grammar or spelling errors. 0-2	The text and audio have 1-2 grammar or spelling errors. 3-4	The text and audio have no grammar or spelling errors 5 points
Production	Video is of poor quality and is unedited. There are no transitions added or transitions are used so frequently that they detract from the video. There are no graphics. 0-10	Tape is edited. A variety of transitions are used and most transitions help tell the story. Most of video has good pacing and timing. Graphics are used appropriately. 11-15 points	Tape is edited. Video runs smoothly from shot to shot. A variety of transitions are used to assist in communicating the main idea. Shots and scenes work well together. Graphics explain and reinforce key points in the video. 16-20 points
Total			
Project Grade			