

Professional Video Rubric

Group: _____

Element	Description	Notes	Possible Points	Points Earned
Title Screen	Name of setting/population Name of group members		2	
Careers	Number of careers covered in video? (Good 5-7) Number of careers covered at a deeper level? (Good 3-5)		4	
Career Details	Is the information relevant? Is the information useful? Is the information clear? Does the information accurately describe the career?		6	
Local Resources	Are local resources utilized? Is the question, "Where can I work?" answered? How many local resources are given? (Good 3-5)		2	
Quality of video	Is the video entertaining and engaging? Is the video informative? Do the visual images match the audio? Is the video coherent and organized? Are the images appropriate and effective? Is the audio appropriate and effective? Does the video address the correct audience? Is it creative? Is it thoughtful? Is the narrative well written?		8	
Credits Screen	Citations for all images and audio not created by group Thanks to people interviewed or places visited		3	
		Total	25	

Notes:

