

Documentary Video Project Rubric

Rubric Placement	Content	Organization	Video Editing	Technical Aspects
Distinguished Performance <i>Points: _____</i>	Powerful in its skillful and clear approach to the task. Intelligent consideration and knowledge of unit themes with some originality and ample evidence. Engaging hook. Impressive insights and engaging control of information. Story is compelling and clear.	Original, effective beginning, middle, and end. Organizes material skillfully in a way that shows a clear focus. Sophisticated blend of images and statistics to support the issues. Logical, clear, and identifiable focus. Clear, correct documentation of all sources.	Video moves smoothly through shots and scenes. Images are well-placed and change regularly to keep audience engaged. Cut away shots are used effectively, especially during interviews. Clips are edited to remove slack time and to engage action or emotion.	All technical aspects (sound quality, length, transitions, volume, and links) are smooth and enhance the presentation. Additions of music or sound effects add to the over-all effect smoothly. Images and narration are in sync. Audio track effectively enhances the point of video material.
Advanced Performance <i>Points: _____</i>	Effective performance showing excellent information and clarity. Well-focused, with appropriate demonstration of research, and control of unit themes or essential questions.	Effective and thoughtful beginning, middle, and end. Unified organization, logical development, and presentation of material in a way that enables the audience to understand. Sources are documented accurately.	Video moves effectively throughout video most of the time. Successful blend of footage and images. Clips show skillful editing.	All technical aspects (sound, quality, length, transitions, volume, and links) are smooth and acceptable. Voice-over narration is generally effective.
Adequate performance <i>Points: _____</i>	Adequate performance showing evidence of research and understanding of unit themes. Presentation shows some focus and general clarity. Evidence of insufficient research or missing information.	Clear beginning, middle, and end. Adequate, but simplistic presentation of information. Complete but simplistic coverage of all aspects of topic. Presentation lacks sufficient detail and elaboration for audience to understand completely.	Video pacing and progression are generally good with few distractions. Clips are edited for efficiency and placement. Occasional rough transitions.	Presentation is adequate. Transitions may not be smooth, and some background noise may be evident. Volume levels may not be consistent. Video may be too short to be thorough.
Developing competence <i>Points: _____</i>	Apparent grasp of research and themes, but not sufficient to fully inform audience of content. Some knowledge of topic, but research is incomplete. Topic is focused but does not cover all aspects of the material.	Identifiable beginning, middle, and end. Superficial information and inadequate research to give audience a generalized understanding of topic. Lapses in continuity and coherence so that audience is confused.	Use of clips and still shots show an identifiable focus on unit themes or essential question. Clips usually match this focus. Pacing may be awkward or rough.	Support aspects (sound, links, etc.) are present but inadequately developed. Video may not be complete. There may be distracting noises or pauses. Sound quality may be poor.
Limited Performance <i>Points: _____</i>	Central idea is not clear and topic is unfocused. Superficial approach to topic.	No clear beginning or end. Audience is unable to perceive the focus. Inadequate coverage of topic. No documentation of sources.	Speaker shows little care of effort. Mannerisms completely detract from delivery of information. Information is incomplete. Poor grammar is abundant.	Poorly developed or organized. Information may be missing or presented in a way that audience cannot access information due to distractions or poor sound quality.