

Digital Video Rubric

Pre-Production = 30 Points

- **Generating a Topic**
 - Uses Inspiration effectively to develop an appropriate video idea.
- **Storyboard/Script/Powerpoint**
 - Provides sufficient skeleton for shooting video project
- **Research**
 - Finds and utilizes at least 5 different outside resources

Production = 40 Points

- **Content**
 - Creates a clear and evident introduction of the theme and content
 - All the parts of the project flow together and support theme
 - Subject knowledge is evident throughout.
 - Information presented is clear, appropriate and correct
 - Ideas presented are fresh, original and inventive
- **Utilization of Multimedia**
 - Project demonstrates understanding of editing software and digital video techniques.
 - Uses images, sounds, titles, and transitions to enhance ideas

Post-Production = 30 Points

- **Teamwork**
 - Tasks are shared equally
 - Teammates have clear roles and responsibilities
 - Individual communicates well with others
 - Contributes to final presentation
- **Written Reflection**
 - 1-2 page paper on the creative process, your role, and how you would apply what you learned in a classroom setting