

Video Rubric—Elementary and Middle School

4	3	2	1
Theme			
My video's theme makes an important statement about the content I am learning.	My video's theme relates to the content I am learning.	My video seems to have a theme, but the content occasionally wanders to other subjects.	My video has no theme to tie it together.
Content			
My video's information is thorough, well-researched, and accurate. I use the information to make inferences and draw logical conclusions about the topic.	My video's information is well-researched and accurate. I use the information to draw some conclusions about the topic.	My video's information is researched and generally accurate. I try to draw some conclusions about the topic.	My video's information is inaccurate. I do not draw conclusions, or I draw conclusions that are not grounded in fact.
Creativity			
I use video production features, language, and drama to convey unique and original insights about the theme.	I use video production features, language, and drama in unique and original ways.	I try to use video production features, language, and drama in unique and original ways, but my efforts sometimes distract viewers from the content.	I do not try to use video production features, language, and drama in unique and original ways, or my attempts distract viewers from the content.
Costumes and Props			
Costumes and props are well-constructed, appropriate, and enhance the ideas in the video.	Costumes and props relate to the ideas in the video.	Some costumes or props are missing or detract from the ideas in the video.	Costumes and props are missing.
Other Media			
I appropriately use other media, such as music, animation, photographs, and outside video resources, to enhance the content.	I use other media, such as music, animation, photographs, and outside video resources.	I try to use other media in my video, but sometimes the media detract from the content.	I do not use other media in my video, or the media detract from the content.

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Sound			
Every spoken word in my video can be clearly heard and understood by the entire audience.	All the important spoken words in my video can be clearly heard and understood by the audience.	Several parts of my video are unclear or inaudible to some members of the audience, or one portion is unclear or inaudible to most of the audience.	Many parts of my video are unclear or inaudible to most of the audience.
Videography			
The camera work in my video is steady and shows a variety of appropriate angles and shots that enhance the message.	The camera work in my video is steady and shows a variety of appropriate angles and shots.	The camera work in my video is wobbly at times, and my use of different camera angles and shots occasionally detracts from the message.	The camera work in my video detracts from the message.
Editing			
I use only high-quality shots in my video. I use transitions to make the scenes flow smoothly. I use digital effects appropriately to enhance my video's message.	I use many high-quality shots in my video. I use transitions between shots. I use some digital effects.	I use some low-quality shots in my video. Some of my transitions are awkward or missing. Some of the digital effects I use are distracting.	I use many low-quality shots in my video. I do not use transitions to connect scenes. I do not use digital effects, or my digital effects are highly distracting.
Communication			
The speakers in my video speak in Standard English. They use correct vocabulary for the subject area. The language is appropriate for the audience. My video only breaks conventions of Standard English to enhance the message.	The speakers in my video speak in Standard English. They use correct vocabulary for the subject area.	The speakers in my video occasionally speak in nonstandard English or use some terms incorrectly.	The speakers in my video frequently speak in nonstandard English and use terms incorrectly.

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Credits			
I carefully observe all copyright laws, cite sources, and give credit to participants appropriately.	I carefully observe all copyright laws, but I make some minor errors when citing sources or giving credit to participants.	I sometimes violate copyright laws, or I make some errors when citing sources or giving credit to participants.	My video violates copyright laws, and I do not credit the participants.

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