

VIDEO PRODUCTION RUBRIC

Group member names: _____

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Creativity	Skit is creative; fun to watch; captures viewer attention	Skit may show creativity, but may need more work to capture viewer interest and attention	Skit does not show creative or original thought
Information	Main ideas (“talking points”) are obvious to the viewer; viewers can understand how they can make a difference; sufficient length to the video to get points across	Information is present, viewers may or may not get the talking points or clearly understand what they can do to make a difference	Information is hard to follow; main points are unclear; viewers are not left with an impression that they can improve our situation
Use of props and/or other visuals	Props and visuals contribute to the overall video presentation	Props and visuals may be present; they may or may not add impact to the overall presentation or may be used incorrectly	Props or visuals lacking or little consideration given to their use
Communication skills	Adequate volume; eye contact made where appropriate; speakers speak slowly and clearly; no rushing or mumbling (Key tip: REHEARSE, REVIEW, REDO)	Volume may fluctuate or be inconsistent; student voices may be rushed or unclear; students may have backs to the camera at times	Audio clearly needs work; video is hard to understand or follow because of rushing and/or mumbling