

Lesson Blueprints: Video Production

Title: Video/Film Rubric

Grade Level: Middle and High School

Student: _____

Project Title: _____

	4	3	2	1	Score
Concept	The purpose of the video is easily understood and compelling. The video takes a clear position on a subject and tells a story with an arc.	The purpose of the video is easily understood. The video takes a position and tells a story.	The purpose of the video is understood, but unclear. The position of the filmmakers is unclear.	The purpose of the video is unclear. The position of the filmmakers is unclear.	
Storyboard (Pre-Production)	The storyboard is clear, with well- drawn panels that clearly illustrate the action. The video mirrors the storyboard, such that an audience could follow the story off of the board alone.	The storyboard is clear with panels that reflect the video. The audience can see a connection between the storyboard and the final video.	The storyboard is clear, though doesn't necessarily reflect the final video. The audience could not understand the final video based on the storyboard.	The storyboard does not reflect the finished video. Storyboard is jumbled, poorly drawn, and confusing.	
Visuals (Production)	All interviews are well lit and framed, with the interview subjects in the middle right or left of frame. B-roll shots reflect the content being discussed and tell a story. B-roll shots flow together in a natural progression.	All interviews are well framed with the interview subjects in the shot. B-roll shots reflect the content being discussed, and flows together.	Interviews are poorly framed, though the subjects are visible and there is not movement. B-roll seems to reflect the content discussed, but may appear random or without purpose.	Interviews are poorly framed, with much movement. The B-roll does not reflect the content discussed in interviews, is sparse or random.	
Audio (Production)	All interviews can be heard clearly without background noise or distortion. The interview subject can be understood without hearing the interviewer's questions. All audio clips are pertinent and cohesive.	All interviews can be heard, but some background noise or distortion is present. The interviewer's questions do not need to be used. All audio clips are pertinent.	Interviews are difficult to hear at times. There is background noise and distortion. The interviewer can be heard at times. Clips do not always pertain to the subject.	Interviews are difficult to hear. They seem not to come together to make a story.	
Editing (Post Production)	The video flows naturally, with appropriate transitions, titles, and B-roll. All cuts make sense after one another, and the interviews are covered by appropriate B-roll.	The video flows naturally with appropriate transitions. All cuts make sense, and some interviews have B-roll.	The video makes sense, but transitions could be improved. B-roll does not always relate to the subject matter being discussed in interviews. B-roll does not create a story.	The video is not in order, with jarring transitions and random B-roll. No titles or confusing titles detract from the storytelling. B-roll seems random or comes at inappropriate times.	
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