



1Vision Showcase

PSA: Digital Video Rubric



CATEGORY	4	3	2	1	0
Video Design and Mechanics	<p>Camera techniques consistently enhance the video in a highly effective manner. <i>(Focus, Camera Angles, Steadiness of Shots, Varied Compositions)</i></p> <p>Exceptional video editing is highly evident and strongly enhances every aspect of the video. <i>(clips show no slack time, suitable transitions, pacing keeps viewers interested, special effects)</i></p>	<p>Overall camera techniques strongly enhance the video. <i>(Focus, Camera Angles, Steadiness of Shots, Varied Compositions)</i></p> <p>Effective video editing is highly evident and strongly enhances the video. <i>(clips show no slack time, suitable transitions, pacing keeps viewers interested, special effects)</i></p>	<p>Overall use of camera techniques enhance the video. <i>(Focus, Camera Angles, Steadiness of Shots, Varied Compositions)</i></p> <p>Effective video editing is evident and enhances the video. <i>(clips show no slack time, suitable transitions, pacing keeps viewers interested, special effects)</i></p>	<p>Camera techniques are somewhat distracting. <i>(Focus, Camera Angles, Steadiness of Shots, Varied Compositions)</i></p> <p>Effective video editing is somewhat evident. <i>(clips show no slack time, suitable transitions, pacing keeps viewers interested, special effects)</i></p>	<p>Camera techniques distract from the video. <i>(Focus, Camera Angles, Steadiness of Shots, Varied Compositions)</i></p> <p>Effective video editing is not evident. <i>(clips show no slack time, suitable transitions, pacing keeps viewers interested, special effects)</i></p>
Audio Design and Mechanics	<p>Exceptional audio editing is highly evident and strongly enhances every aspect of the video. <i>(clearness of sound, creative/appropriate use of sound effects, narration, background music, appropriate use of silence, audio enhances mood/pacing, transition between sounds)</i></p>	<p>Effective audio editing is highly evident and strongly enhances the video. <i>(clearness of sound, creative/appropriate use of sound effects, narration, background music, appropriate use of silence, audio enhances mood/pacing, transition between sounds)</i></p>	<p>Effective audio editing is evident and enhances the video. <i>(clearness of sound, creative/appropriate use of sound effects, narration, background music, appropriate use of silence, audio enhances mood/pacing, transition between sounds)</i></p>	<p>Effective audio editing is somewhat evident. <i>(clearness of sound, creative/appropriate use of sound effects, narration, background music, appropriate use of silence, audio enhances mood/pacing, transition between sounds)</i></p>	<p>Effective audio editing is not evident. <i>(clearness of sound, creative/appropriate use of sound effects, narration, background music, appropriate use of silence, audio enhances mood/pacing, transition between sounds)</i></p>
Spelling and Grammar	No misspellings or grammatical errors.	One to two misspellings and/or grammatical errors.	Three to four misspellings and/or grammatical errors.	Five to six errors in spelling or grammar.	More than six errors in spelling or grammar.

CATEGORY	4	3	2	1	0
Content	Covers topic in-depth with extensive details and examples. Subject knowledge is excellent. Topic clearly and strongly represents the theme.	Includes essential knowledge about the topic with supporting details and examples. Subject knowledge appears to be good. Topic clearly represents	Includes knowledge about the topic with supporting details and examples. Some subject knowledge is evident. Topic is somewhat representative of the theme.	Includes little knowledge about the topic with few supporting details and examples. Little subject knowledge is evident. Little connection to the theme.	Includes little knowledge about the topic. Subject knowledge is not evident and/or no connection to the theme.
PSA	Elements of persuasion are highly effective and engage the audience throughout all aspects of the publication. <i>(valid arguments, voice, sounding authentic and original)</i>	Elements of persuasion are effective in engaging the audience throughout the publication. <i>(valid arguments, voice, sounding authentic and original)</i>	Elements of persuasion are somewhat effective in engaging the audience. <i>(valid arguments, voice, sounding authentic and original)</i>	Elements of persuasion are evident, but arguments are flawed or weak. <i>(valid arguments, voice, sounding authentic and original, engages audience)</i>	Elements of persuasion are not evident. <i>(valid arguments, voice, sounding authentic and original, engages audience)</i>
Organization	Content is highly organized and clearly enhances the understanding of the concept(s).	Content is well organized and enhances the understanding of the concept(s).	Content is logically organized for the most part but may be somewhat disorganized.	Content is lacking in organization and/or is mostly basic facts that do not enhance the understanding of the concept(s).	The structure confuses the audience and detracts from the understanding of the concept(s).
Originality and Creativity	Product is highly original; provides new ideas and insights. Ideas are creative, inventive, and demonstrate in-depth inferences.	Product shows a large amount of original thought. Ideas are creative and inventive.	Product shows some original thought and/or some creative and inventive ideas.	Uses other people's ideas (giving them credit), but there is little evidence of original thinking.	Uses other people's ideas, but does not give them credit.
Citations	Source information collected for all content and media used in product. All documented in MLA format.	Source information collected for most content and media used in product. Most/all documented in MLA	Some source information collected for content and media, but not completely documented in MLA format.	Very little source information was collected and/or not properly formatted.	Source information is not present.
Entry Guidelines	All entry guidelines followed and entry form completed in full.	Most entry guidelines followed and entry form completed adequately.	Some entry guidelines followed and/or some pieces of entry form incomplete or inadequate.	Few entry guidelines followed and/or major pieces of entry form incomplete or inadequate.	Entry guidelines not followed and entry form not completed properly.