

## eTech Ohio Student Video Contest 2007 Scoring Rubric

**Video Title:**

**Category:**       6-8 Demonstrate a Concept       9-12 Demonstrate a Concept

**Reviewer Name:**

(choose only one):       6-8 Tell a Story       9-12 Tell a Story

Criteria	Missing	Evolving	Excelling	Exceptional	Score
<p><b>Purpose/Objective:</b> <i>Why did you create this video?</i>  <b>Note to Reviewer:</b> <i>You may need to review the 30-second video introduction a second time after viewing the submission itself in order to determine how well submission meets its stated purpose/objective.</i></p>	<p>No purpose/objective is included;  <b>DISQUALIFY SUBMISSION</b></p>	<p><b>(1-4 points)</b> Purpose/Objective is included but ill-defined or unclear; educational value of objective is questionable; no to little apparent correlation between purpose/objective as presented in video</p>	<p><b>(6-9 points)</b> Purpose/Objective is adequately defined; educational value of purpose/objective is sufficient; video does a fair to good job of accomplishing purpose/objective; some pieces may not be fully articulated or explored</p>	<p><b>(12-15 points)</b> Purpose/Objective is clearly stated in video presentation and has significant educational value; video does an excellent job of meeting purpose/objective; content is compelling, informative and presents the story or concept well, giving all sides of an issue or several solutions to a problem</p>	
<p><b>Student Presentation of Introduction:</b> <i>Is the Purpose/Objective of video communicated in an articulate, coherent fashion that holds the interest of the audience and appears well-scripted and rehearsed?</i></p>		<p><b>(1-2 points)</b> Poor to fair job of communicating purpose/objective of video; voice projection may be poor or off mic; some eye contact with video audience; statements may be confusing or unclear with long pauses between statements; no introduction of self, team or project; presentation not adequately scripted or rehearsed</p>	<p><b>(4-5 points)</b> Good job of communicating purpose/objective of video; description is clear and concise; communicates ideas with appropriate voice projection; maintains eye contact with camera; introduction of self, team and project; presentation scripted and rehearsed.</p>	<p><b>(7-8 points)</b> Excellent job of communicating purpose/objective of video; description is clear, concise and compelling; voice, eye contact and pacing hold interest and attention of audience; proper introduction of self, team and project; presentation well-scripted and rehearsed.</p>	
<p><b>Alignment to Ohio Academic and/or Technology Content Standards:</b> <i>How does video align to state academic content standards?</i></p>	<p>Application does not reference any academic content standards or technology content standards;  <b>DISQUALIFY SUBMISSION</b></p>	<p><b>(2-5 points)</b> Application references at least one state academic content standard but there is weak correlation between standard and video itself; video does a poor or inadequate job of aligning to referenced standard</p>	<p><b>(8-11 [bonus=13] points)</b> Application references at least one state academic content standard and video does a fair to good job of aligning to referenced standard(s); BONUS: application references and does a good job of aligning to standards in TWO OR MORE subject areas</p>	<p><b>(15-18 [bonus=20] points)</b> Application references one or more academic content standard(s) with solid correlation between standard(s) and video itself; video does an excellent job of aligning to standard(s) listed in application; BONUS: application references and does an excellent job of aligning to standard(s) in TWO OR MORE subject areas</p>	
<b>Page 1 score</b>					

Review Video + Application

Criteria	Missing	Evolving	Excelling	Exceptional	Score
<b>Video Quality:</b> including lighting and production quality. How do choices of video elements such as film clips, pictures, backgrounds, sets, camera movements, transitions and/or titles enhance the production?	<b>(0 points)</b> Video is of extremely poor quality; shots are confusing or difficult to watch	<b>(1-4 points)</b> Video is sometimes out of focus or unsteady; transitions are absent, awkward or jarring; poor or insufficient lighting; limited to no use of titles, subtitles or graphics; video does not adhere to "Rule of Thirds;" shots may be too long or too short; poor to fair overall production quality	<b>(6-9 points)</b> Video is in focus and usually steady; effective transitions usually advance the video smoothly and with purpose; adequate use of lighting; titles, subtitles and graphics are used sparingly; video usually adheres to "Rule of Thirds;" overall good video production	<b>(11-14 points)</b> Video is always steady and in focus (unless intended to be out of focus); a variety of purposeful camera movements are included (e.g. close-ups, medium, long shots, etc.); effective and purposeful transitions; excellent use of lighting; titles, subtitles and/or graphics are clear and used appropriately; video adheres to "Rule of Thirds;" overall excellent production quality	
<b>Audio Quality:</b> including voice, music, etc. How does use of audio--such as dialogue, voiceovers, music, sound effects, external microphone, etc.--enhance this video?	<b>(0 points)</b> Audio is of extremely poor quality, unintelligible or very difficult to hear and understand	<b>(1-4 points)</b> Audio is sometimes muffled, distorted or unclear; actors are frequently off mic; consistent ambient noise(s) that distracts and annoys viewer; volume levels are not consistent; use of dialogue, voiceovers or sound effects is insufficient; music is not appropriate or does not support the action on the screen	<b>(6-9 points)</b> Audio is usually clear and matches action on the screen with limited ambient noise(s); volume levels usually consistent; uses dialogue, voiceovers and sound effects as needed; music usually appropriate and supports the action on the screen	<b>(11-14 points)</b> Audio is always clear with no ambient noise(s) (unless intended); volume levels consistent throughout video; uses dialogue, voiceovers and/or sound effects in purposeful and meaningful way; music is always appropriate and supports action on the screen	
<b>Creativity -- Conceptual:</b> How did choice of storyline/concept development capture audience attention, and keep their interest throughout the production?	<b>(0 points)</b> Concept of video is devoid of originality or creativity	<b>(1-3 points)</b> Video illustrates little, basic or limited imagination or creativity; video contains minimal new or innovative ideas; video does not consistently capture audience attention and interest	<b>(5-7 points)</b> Video illustrates good evidence of imagination or creativity; video contains some new or innovative ideas in its approach to subject matter; video does a good job of capturing audience attention and sustaining interest	<b>(9-11 points)</b> Video is unique and original in its approach to subject matter; video contains fresh and innovative ideas and content; video does an excellent job of capturing audience attention and sustaining interest throughout	
<b>Creativity -- Technical:</b> Are use of camera angles, transitions, audio or graphics interesting or unique? How do use of technical elements capture audience attention and keep their interest throughout the production?	<b>(0 points)</b> Technical aspects of video are devoid of originality or creativity	<b>(1-3 points)</b> Video includes little, basic or limited imagination or creativity in choice of camera angles, video transitions, audio and/or graphics	<b>(5-7 points)</b> Video includes good examples of imagination or creativity in choice of camera angles, video transitions, audio and/or graphics; technical choices may be scripted or "happy accidents" but add overall value to subject matter covered in video	<b>(9-11 points)</b> Video includes excellent examples of imagination or creativity in choice of camera angles, video transitions, audio and/or graphics; technical choices are clearly scripted or designed and enrich and enliven subject matter covered in video	
<b>Citations:</b> Does application include citations in MLA, APA or Associated Press format for ALL original or copyrighted music, video or graphic resources used in accordance with Fair Use guidelines?	No citations of clearly copyrighted resources (audio, video, text, graphics, etc.) are included; <b>DISQUALIFY SUBMISSION</b>	<b>(1-3 points)</b> Citations of copyrighted resources are included but are sloppy, illegible or inconsistent; key information (titles, author names, dates) missing; some clearly copyrighted material included in video is not listed in citations; original material included in video but not listed in citations	<b>(5-7 points)</b> Citations of copyrighted resources are included; few errors or inconsistencies (e.g. titles not underlined or in quotes; author's name or date missing); citations may or may not follow MLA, APA or other standard form.	<b>(9-11 points)</b> Complete list of citations included with no errors, omissions or discrepancies; citations clearly follow MLA, APA or other standard format <b>OR</b> if no citations are needed (i.e. no original or copyrighted music or graphics are included in video)	

Submission will fall into only 1 of below two categories. Please confirm category selection on application form and score **ONLY** for appropriate category.

Category	Missing	Evolving	Excelling	Exceptional	Score
<b>Tell a Story:</b> <i>How well does video tell a story?</i>	<b>(0 points)</b> Video does not tell a story in a clear, comprehensive or intelligible manner	<b>(1-5 points)</b> Video tells a basic or limited story using few elements of classical storytelling (setup, plot, character development, dialogue, denouement, resolution) or fails to follow the six standard journalism questions-- <i>who? what? when? where? why? how?</i> ; narrative is undeveloped, unclear or missing key features or elements; narrative shortcomings indicates sloppy or inadequate research, script or storyboard design	<b>(8-12 points)</b> Video tells a good story using most elements of classical storytelling (setup, plot, character development, dialogue, denouement, resolution) and/or follows the six standard journalism questions-- <i>who? what? when? where? why? how?</i> ; narrative is developed but may be missing some minor features or elements; good job of researching, scripting and/or storyboarding this project	<b>(16-20 points)</b> Video tells a story in a compelling, moving or engaging way using all elements of classical storytelling (setup, plot, character development, dialogue, denouement, resolution) and/or following the six standard journalism questions-- <i>who? what? when? where? why? how?</i> ; narrative is fully developed with no "holes" or shortcomings; exemplary job of researching, scripting and/or storyboarding this project	
<b>Demonstrate a Concept:</b> <i>How well does video demonstrate/illustrate a concept? How well is the concept explained so that the steps or process could easily be followed, modeled or reproduced by other learners?</i>	<b>(0 points)</b> Video does not demonstrate/illustrate a concept in a clear, comprehensive or intelligible manner	<b>(1-5 points)</b> Video demonstrates a concept in a basic or limited fashion; video does not adequately demonstrate concepts or illustrate ideas or may be missing key features or elements; shortcomings indicates sloppy or inadequate research, script or storyboard design; concept development may not be easily followed, modeled or reproduced by other learners	<b>(8-12 points)</b> Video demonstrates/illustrates a concept well; video mostly aligns with specific instructional or curriculum objectives or stated purpose; video does a fair to good job of demonstrating concepts or illustrating ideas; good job of researching, scripting and/or storyboarding this project; concept development could be followed, modeled or reproduced by other learners with some work or revisions.	<b>(16-20 points)</b> Video demonstrates/illustrates a concept in an exemplary fashion; concept is aligned with specific instructional or curriculum objectives or stated purpose; video clearly and accurately demonstrates concepts or illustrates ideas; exemplary job of researching, scripting and/or storyboarding this project; concept development could easily be followed, modeled or reproduced by other learners.	
			<b>Page 3 score</b>		
			<b>Page 2 score</b>		
			<b>Page 1 score</b>		
			<b>Total Score (out of a 124 possible points)</b>		

- Parts of video were difficult to hear
- Spelling errors were a distraction
- Video transitions were uneven
- Great storyline/concept development
- You made me laugh
- It's obvious you worked hard on this
- Extremely well done
- Great original idea
- Parts of video were difficult to see
- External microphone used well
- Lighting was excellent

**Comments:**