

B & VP Assessment Rubric

Name _____

Project _____

Date _____

Objectives	10 Points	15 Points	20 Points	25 Points	TOTAL POINTS
Content	<p>Message is unclear. Includes little essential information or few facts.</p> <p><i>(If applicable) Most project guidelines not used.</i></p> <p><i>(If applicable) Performance of talent is inadequate and/or distracting.</i></p>	<p>Message is vaguely communicated. Includes some information and some facts.</p> <p><i>Some project guidelines ignored.</i></p> <p><i>Performance of talent is mildly distracting.</i></p>	<p>Message is clearly communicated. Includes essential information and facts.</p> <p><i>Most project guidelines followed.</i></p> <p><i>Performance of talent does not interfere with message.</i></p>	<p>Strong message. Covers topic completely and in depth. Includes all essential information.</p> <p><i>Appropriate project guidelines followed.</i></p> <p><i>Performance of talent is exceptional.</i></p>	
Camera Techniques	<p>Many shots unfocused or poorly framed. Excessive panning or zooming distracts viewer. Unsteady camera. No close-ups used.</p>	<p>Some shots are unfocused or poorly framed. Some unsteady shots. Some excess panning or zooming. Few close-ups used.</p>	<p>Most shots are focused and well framed using "Rule of Thirds" and talking space. Camera is steady. Close-ups are used; pans and zooms limited.</p>	<p>All shots are clearly focused and well composed ("Rule of Thirds" and talking space). Camera is steady. Close-ups used to focus attention. No distracting camerawork.</p>	
Audio/Edited Mix	<p>Audio is hard to understand or has distracting mistakes. Inconsistent.</p>	<p>Audio is inconsistent and sometimes hard to understand or has some distractions.</p>	<p>Audio has few mistakes and is consistently good. No major distractions.</p>	<p>Audio is clearly understood and there are no distractions or mistakes.</p>	
Editing	<p>The project is poorly edited or contains distracting elements. Transitions, graphics, and/or music not utilized.</p>	<p>Project is edited in a minimal manner, but fails to fully utilize opportunities for transitions, graphics, and/or music. May have minor distractions.</p>	<p>Project is edited with some transitions, graphics, and/or music. Moves at an appropriate pace. No distractions.</p>	<p>Project moves at an appropriate pace and makes full use of transitions, graphics, and/or music. No distractions.</p>	
TOTALS					