

Film and or Video Production Award Rubric

Category	Exemplary	Proficient	Marginal	Not Acceptable
Attractiveness	<ul style="list-style-type: none"> Shows excellent use of font, color, graphics, effects, etc. to enhance the presentation. 	<ul style="list-style-type: none"> Shows good use of font, color, graphics, effects, etc. to enhance the presentation. 	<ul style="list-style-type: none"> Shows use of font, color, graphics, effects, etc. but occasionally these detract from the presentation content. 	<ul style="list-style-type: none"> Shows use of font, color, graphics, effects, etc. but these often distract from the presentation content.
Organization	<ul style="list-style-type: none"> Content is well organized using heading or bulleted lists to group related material. 	<ul style="list-style-type: none"> Use headings or bulleted lists to organize, but the overall organization of topics appears flawed. 	<ul style="list-style-type: none"> Content is logically organized for the most part. 	<ul style="list-style-type: none"> There was no clear or logical organizational structure, just lots of facts.
Presentation	<ul style="list-style-type: none"> Interesting, well rehearsed with a smooth delivery that holds audience's attention. 	<ul style="list-style-type: none"> Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience's attention. 	<ul style="list-style-type: none"> Delivery not smooth, but able to hold audience's attention most of the time. 	<ul style="list-style-type: none"> Delivery not smooth and audience's attention lost.
Content	<ul style="list-style-type: none"> Covers topic in-depth with details and examples. Subject knowledge is excellent 	<ul style="list-style-type: none"> Includes essential knowledge about the topic. Subject knowledge appears to be good. 	<ul style="list-style-type: none"> Includes essential information about the topic but there are a few factual errors. 	<ul style="list-style-type: none"> Content is minimal or there are several factual errors.
Documentation	<ul style="list-style-type: none"> Uses other people's ideas (giving them credit). Product shows a large amount of original thought. Ideas are creative and inventive. 	<ul style="list-style-type: none"> Uses other people's ideas (giving them credit). Product shows some amount of original thought. Work shows new ideas and insights. 	<ul style="list-style-type: none"> Using other people's ideas (giving them credit), but there is little evidence of original thinking. 	<ul style="list-style-type: none"> Uses other people's ideas, but does not give them credit.
Mechanics	<ul style="list-style-type: none"> No misspellings, mechanical, or grammatical errors. 	<ul style="list-style-type: none"> Three or fewer misspellings, grammatical or mechanical errors. 	<ul style="list-style-type: none"> Four misspellings, mechanical or grammatical errors. 	<ul style="list-style-type: none"> More than four errors in spelling, mechanics or grammar.
Requirements	<ul style="list-style-type: none"> All requirements of the assignment are met and exceeded. 	<ul style="list-style-type: none"> All requirements are met. 	<ul style="list-style-type: none"> One requirement was not completely met. 	<ul style="list-style-type: none"> More than one requirement was not completely met.

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