

PROJECT	The Greatest Album of all Time			ASSESSMENT		
CRITERIA	WEIGHT	UNSATISFACTORY	ACCEPTABLE	ADVANCED	SELF	TEACHER
		0%-10%	10%-15%	15%-20%		
Content/Message	20%	Video is lacking information or information presented is inaccurate and irrelevant. Audience is not persuaded that this album/artist is worthy of being considered the greatest of all time.	Message is coherent and there is evidence of research. Audience's knowledge is increased to a least some degree. Audience understands why 'you' like this album/artist.	A compelling argument is made that this is the greatest album/artist of all time. Audience is compelled to check out(or re-discover) this album or artist.		
Creativity	20%	Video lacks creativity.	Creativity apparent, but not well integrated into message.	Use of creativity keeps audience engaged.		
Video - Technical	20%	Video is unfocused, shaky, poorly lit. Difficult to watch.	Video quality is good. There some basic videography mistakes. (skaky camera work, backlit scenes, poorly composed shots)	Video incorporates a variety of camera angles, shots are well composed and well lit, planning and preparation are evident. Evidence of use of a tripod.		
Audio - Technical	20%	Audio is difficult to hear throughout (excessive background noise, low volume levels).	There is some inconsistency in audio levels (background noise is distracting at times).	Audio levels are consistent throughout.		
Overall Impact	20%	Lacked creativity, message delivered without conviction.	Video was creative and technically solid but not overly convincing.	Video was creative, exciting and persuasive.		
Bonus Marks:	5%	The video is copyright clear and can be published to the Digital Sound 120 course site.				
Student Comments:						
Teacher Comments:						