

30-Second Video Rubric

Expectations

- You will create a unique video product on a subject of your choice, following a basic development process.
- You will **pitch** your idea to have it approved for development.
- You will create a **storyboard** that presents your production plans for your video.
- You will participate in a **peer review**, following the two-likes-and-a-question model.
- You will complete **journal entries** as directed in the Project Details.
- You will follow copyright law.

	Meets Expectations 60-84%	Exceeds Expectations 85-100%
Pitch 10 marks	The pitch is clear and focuses on a single, well-defined subject. 6 – 8 marks	In addition to meeting the requirements for <i>Meets Expectations</i> , the pitch effectively communicates an effective "hook" or creative twist. 9 – 10 marks
Storyboard 10 marks	The storyboard: <ul style="list-style-type: none"> • is complete enough to enable a thorough review of the design • identifies or describes all key elements of the presentation 6 – 8 marks	In addition to meeting the requirements for <i>Meets Expectations</i> , the storyboard reflects a fully developed plan, describing special techniques, audio, camera angle, and so on. 9 – 10 marks
Final Video and Design 60 marks	The final video: <ul style="list-style-type: none"> • focuses on a clear, unified subject. • clearly delivers the intended message or effect. • plays or operates as intended • is visually appealing • adheres to copyright law. 36 – 50 marks	In addition to meeting the requirements for <i>Meets Expectations</i> , the final video communicates or causes an emotional reaction or deep response, such as shock, humour, relief, surprise, anger, incredulity or concern. The student may also effectively challenge the viewer to action. The design, special effects, or technical elements add impact to the message. 51 – 60 marks
Journal Entries 20 marks	The journal entry for the pitch clearly indicates the inspiration for the video's subject. The journal entry for the storyboard reflects on the two-likes-and-a-question peer review. The journal entry for the final video reflects on the design process and is a self-assessment of the final product. 12 – 16 marks	In addition to meeting the requirements for <i>Meets Expectations</i> , journal entries expand upon the guiding questions, and show a thorough and meaningful reflection on the learning process. 17 – 20 marks