

Video Rubric

| CATEGORY | 4 | 3 | 2 | 1 |
|--|---|--|---|--|
| Attractiveness | Makes excellent use of font, color, graphics, effects, etc. to enhance the presentation. | Makes good use of font, color, graphics, effects, etc. to enhance to presentation. | Makes use of font, color, graphics, effects, etc. but occasionally these detract from the presentation content. | Use of font, color, graphics, effects etc. but these often distract from the presentation content. |
| Mechanics | No misspellings or grammatical errors. | Three or fewer misspellings and/or mechanical errors. | Four misspellings and/or grammatical errors. | More than 4 errors in spelling or grammar. |
| Originality | Product shows a large amount of original thought. Ideas are creative and inventive. | Product shows some original thought. Work shows new ideas and insights. | Uses other people's ideas (giving them credit), but there is little evidence of original thinking. | Uses other people's ideas, but does not give them credit. |
| Background | Background does not detract from text or other graphics. | N/A | N/A | Background makes it difficult to see text or competes with other graphics on the page. |
| Text - Font Choice & Formatting | Font formats (e.g., color, bold, italic, centering) have been carefully planned to enhance readability and content. | Font formats have been carefully planned to enhance readability. | Font formatting has been carefully planned to complement the content. It may be a little hard to read. | Font formatting makes it very difficult to read the material. |
| Use of Graphics | All graphics are attractive (size and colors) and support the theme/content of the presentation. | A few graphics are not attractive but all support the theme/content of the presentation. | All graphics are attractive but a few do not seem to support the theme/content of the presentation. | Several graphics are unattractive AND detract from the content of the presentation |
| Soundtrack | Music stirs a rich emotional response that matches the poem well. | Music stirs a rich emotional response that somewhat matches the poem. | Music is ok, but it does not add much to the poem. | Music is distracting and detracts from the poem. |