

Name(s): \_\_\_\_\_

School: \_\_\_\_\_

What is the topic of your presentation? (Keywords only)		
Did your presentation stay on the main topic?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Did you open and close your video with the requested language?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Did you get permission before using someone’s graphics or content?	<input type="checkbox"/> Yes	<input type="checkbox"/> No *Creative Commons graphics automatically give permission
Did you give credit to the person whose graphics you used?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Is your finished presentation between 60-90 seconds?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Has every team member turned in a signed media release form?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Production Criteria	Needs Work	Good	Excellent
Visually organized	Visual quality is lacking – images are blurry, camera angles are awkward or shaky (if used), lighting is too dark/bright, colors/fonts or animations are visually unappealing or difficult to distinguish	Visual quality is okay – subjects are clearly focused, camera angles are appropriate and steady (if used), lighting is good, colors/fonts or animations are visually easy to read	Visual quality is appealing – subjects are clearly focused and well framed, camera is steady, noted creative use of animations, colors, fonts or other graphics
Audio quality	Poor sound quality – too soft, too much background noise, difficult to distinguish speech (unclear or muffled)	Good sound quality – dialogue is clear, speech is easy to distinguish, and there is little background noise. No subtitles or closed captioning to address multiple viewer preferences	Good sound quality – dialogue is clear, speech is easy to distinguish, there is little background noise, and subtitles are included so all users can understand the video
Content	Doesn’t deliver a unified message or follow just one storyline, pacing is too slow or too fast to engage the audience, message is lost	Message/storyline is understandable, pacing and topic are appropriate for level of audience	Message/storyline is understandable, pacing and topic are appropriate for level of audience and highly engaging (i.e. through an emotional message, comedy, or visual appeal)
Mechanical Flaws	Content has many errors in typing, spelling and grammar that detract from the viewer being able to focus on the video’s message	Content has a few errors in typing, spelling and grammar that do not substantially detract from viewer understanding	Content is free of typing errors, spelling errors and grammar errors that might detract from viewer understanding