



## Video Evaluation Rubric

<b>Course:</b>		<b>Student:</b>	
<b>Professor:</b>		<b>Date:</b>	

Using the scale provided, indicate the degree to which the video presentation met each of the criteria. Please add comments of aspects you liked or areas for improvement. Video categories are scored on a sliding scale of 1 to 5, where 1 is poor and 5 is excellent.

Target Area		SCORE: 1-5	Comments
<b>Content</b>	The overall content of the video connects with the project mandate.		
<b>Message</b>	The message is delivered in a clear and concise manner.		
<b>Delivery</b>	The presentation style is appropriate for the subject matter.		
<b>Pre-Production</b>	The video is well planned and organized including choice of location, set, props and any additional materials required for the video production.		
<b>Videography</b>	The video is in focus with appropriate camera framing. The choice of videography (hand-held, tripod, webcam) is appropriate for the video.		
<b>Lighting</b>	Lighting is appropriate. The subject is well lit. Windows and other conflicting sources of light were avoided.		
<b>Audio</b>	The sound is clear and audible. Microphone was used appropriately. Background audio, sound effects and music are mixed properly.		
<b>Editing</b>	Smooth edits and transitions. Pace is appropriate for the presentation style.		
<b>Graphics / Animation</b>	Proper use of titles and animation. Text is clear and easy to read. Font selection and size is clear and legible. Colours are appropriate for graphic presentation.		
<b>Impact</b>	The overall impression of the video. Did the video meet the project guidelines? Did it stay on point with the subject matter? Were there elements of creativity in the video?		

<b>Total Score/ 50:</b>		<b>Additional Comments:</b>	
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