RUBRIC FOR ASSESSEMENT OF MOVIE MAKER PROJECT

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Excellent** | **Good** | **Fair** | **Unsatisfactory** |
| Introduction | The introduction is engaging, compelling and arouses audience’s attention. It provides motivating content on the topic. | The introduction is very clear, and the presentation is in an engaging manner that evokes interest in the topic. | The introduction is not very engaging with a little creativity, and does not create a strong sense of the topic. | The introduction is not included or does not orient the audience on the topic. |
| Content | The content is original with a clear statement of purpose in an innovative manner. Supporting information is rich, accurate and concise. Information is presented in a logical manner that will add value to audience’s knowledge. | Purpose is stated with information that is accurate and concise. Information contributes to audience understanding of the main idea. | The purpose was vague and supporting information does not align with the main idea. | The purpose is not stated and supporting information is irrelevant or inaccurate. |
| Audio Contiguity | The audio complements the presentation in a sequential manner. It is very clear, audible with no background noise interference. | The audio is clear and effective. | The clarity of the audio is inconsistent. There are breaks in between and not too effective. | Audio is distracting and overpowering without clarity |
| Video Contiguity | Production is of high quality, with smooth transitions and animations. Images and graphics depict the main topic. All shots flow seamlessly communicating main idea. | Production is of good quality. Transition and animations are used and there is good pacing and shots flow in a sequential order. | Production is of low quality with few breaks in between shots. Some transitions and animations are not appropriate for the scene. | Production quality is very poor, inconsistent, and blurred shots. Transitions and animations between clips are absent. |
| Voice Narration | Script was well-composed, interesting, informative, and narrated with no grammatical errors. | Script was informative with minimal grammatical errors. | Script was inconsistent with minimal information. | The voice narration is absent or not clear. |
| Timing | No slack time and meets set time for project. | Clips edited to remove slack time and to emphasize action. Set time was a little longer or shorter. | Few clips need editing for slack time. Set time disparity is too high or too low. | Clips begin and end with slack time. Set time not considered. |