

Streaming Video — Grading Rubric

Spence - CMS 3720

The four major criteria are scored 0-5, for a total of 20 points possible.

Student Name: _____

Professionalism

- length
- account name and URL post
- spelling and word choice
- metadata (title, description, organizational URL, tags, category)

Content

- focus on CMS and film majors
- focus on benefits of portfolios
- three steps to success clearly articulated
- effective voiceover
- edited and synched captions
- closing credits, including organization's URL

Structure

- fast start
- inverted pyramid organization
- controlled use of frame
(e.g. effective entrances & exits)
- avoids jump cuts, breaks, stray elements

Creativity

- original, while still meeting expectations
- meaningful changes to templates
- style: bright, colorful, energized
- CSU color scheme

Extras

- late penalty
- voiceover bonus