YouTube Video Project/Assignment - Ms. Traynor - New Media 11

GROUP NAMES: _____ **TOPIC:** _____

FINAL PRODUCT RUBRIC:

CRITERIA FOR ALL:	Incomplete (I)	Beginning (3)	Emerging (5)	Developing (7)	Proficient (9)	Extending (10)	Self-assessment	Teacher Assessment
Usage of time (minimum 3 min, max 10)	There are fragments of content but not arranged into a final product	Some evidence of arranging content into meaning	The content is arranged into meaning but doesn't meet the minimum time requirement	The content has meaning and is within the time frame	The content is very meaningful and efficient in use of time	The content is extremely meaningful AND efficient in time usage AND goes above and beyond what is asked for		
Speech	No one speaks during the video	Some evidence of planned speech during the video	There is a minimal amount of speech planned into the video	There is sufficient speech planned into the video to get a point across	There is enough speech to clearly and coherently communicate the point/purpose of the video and shows evidence of editing	The speech goes above and beyond in communicating clearly, being concise, impactful, and shows much evidence of editing		
Planning, editing, and care taken	There is little to no evidence of planning or editing or care taken to create the content	There is minimal evidence of planning/editing/care taken with content	There is some evidence of planning/editing/care taken with content	There is sufficient evidence of planning/editing/care taken with content	There is plenty of evidence of planning, editing, drafting, revising, to carefully curate the content	The content shows evidence of planning, drafting, revising, and care taken with content beyond what is asked for		
Transformation of ideas and information to create content	No evidence of ideas or creation	Minimal evidence of ideas and creation	Some evidence of transformation of ideas and creation of content	Sufficient evidence of transforming ideas and information into content	Plenty of evidence towards transforming ideas and information into meaningful and impactful content	An excess of evidence towards deep thought and transformation of ideas to create content that goes above and beyond what would be expected for a class assignment		
CRITERIA DEPENDING ON CONTENT:								
Expressing an opinion	There is no clear opinion being expressed	There is evidence of some opinion, but it isn't clear	The opinion is clear but not very well expressed or backed up with evidence	The opinion is clear and uses sufficient evidence to back it up	The opinion is very clear, well expressed, and use sufficient evidence to back it up	The opinion is very clear, convinces the audience of your opinion, uses extensive evidence to support it, and goes beyond what is expected		
Reflecting/ sharing	There is no clear reflection or sharing	There is some evidence of reflection and sharing	It's clear what is being reflected upon, but the execution is lacking	It's clear what is being reflected on and the execution is coherent and balanced and has a message embedded within it	What is being shared or reflected upon is very clear, very coherent, and has a deep message embedded within it	The message of what is being shared or reflected upon is executed in an impactful manner that impacts its audience profoundly		
Explaining/ informing	Nothing is explained	There is some evidence of explanation and some understanding by audience	There is evidence of explanation and the presentation is understandable	The explanation is clear, the presentation clear, and the audience has learned something	The explanation and presentation are both very clear, the audience has learned something, and there has been a great attention to detail in explaining	The expression/presentation is indisputably clear, the audience has learned a lot, and a truly professional and exemplary amount of detail and effort is obvious in the explaining		
Communicating a story	There is no story	There is some evidence of a story	There is a story, but it isn't well constructed, organized, or edited	The story is solid, pretty well constructed, organized, and edited	The story is amazing, well constructed, organized, shows evidence of plenty editing, and has an impactful message	The story is deeply impactful, shows meticulous construction, organized, edited, and goes above and beyond what is expected for a classroom assignment		
Citation	There is no citation	There is citation for one or two things	There are credits to creators and references made	All the citations are there, but the format or organization is lacking	All the citations are there, the credits are there, and the format is acceptable	All citations are made, all credits are produced, the format is meticulous, and shows clear signs fo care and editing		

TOTAL: