# **Sample Video Script/Storyboard Rubric**

| **Weight** | **Criteria** | **Advanced** | **Proficient** | **Progressing** | **Incomplete** | **Points** |
| --- | --- | --- | --- | --- | --- | --- |
| **30%** | **Depth and Completeness of Information** | **Points: 12**The topic is covered thoroughly and in depth, with many examples to support statements.Ideas are fully developed and expanded in detail.Required content is included and supplemented with additional, relevant material. | **Points: 9**The topic is covered adequately and in sufficient depth, with some supporting examples.Ideas are reasonably developed and include some detail. Required content is included. | **Points: 6**The topic is covered partially and in limited depth, with few supporting examples. Ideas are partially developed and include limited detail.Some required content is missing. | **Points: 3**The topic is covered superficially, and no supporting examples are used. Most ideas are underdeveloped, or lack detail.A significant amount of required content is missing. |  **/ 12** |
| **30%** | **Organization/ Appropriateness** | **Points: 12**Script/storyboard is clear, organized, and follows a compelling narrative.The planned visuals effectively align with the narrated text.Vocabulary and tone are very appropriate for the audience and topic. | **Points: 9**Script/storyboard is reasonably organized and the narrative is sufficiently clear.The planned visuals and narration often relate to each other.Vocabulary and tone are mostly appropriate for the audience and topic. | **Points: 6**Script/storyboard is somewhat organized and the narrative is sometimes unclear.The planned visuals and narration seldom relate to each other.Vocabulary and tone are marginally appropriate for the audience and topic. | **Points: 3**Script/storyboard is unorganized and the narrative is challenging to follow.Little to no evidence of a plan for narration and/or visuals. Vocabulary and tone are not appropriate for the audience and topic. |  **/ 12** |
| **20%** | **Quality of Resources** | **Points: 8**Images, stock video, and music are clearly listed and high quality samples provided.Media resources are highly relevant and taken from appropriate sources.  | **Points**: **6**Most images, stock video, and music are listed and sample quality is adequate.Media resources are somewhat relevant and most are taken from appropriate sources. | **Points: 4**Some images, stock video, and music are listed and sample quality is low.Media resources have limited relevance and/or are taken from questionable sources. | **Points: 2**Images, stock video, and music are not listed and no samples are provided.Media resources are mainly irrelevant and/or taken from inappropriate sources. |  **/ 8** |
| **10%** | **Grammar/ Spelling** | **Points: 4**No or very few grammatical and/or spelling errors. | **Points: 3**Some grammatical and/or spelling errors.  | **Points: 2**Many grammatical and/or spelling errors. | **Points: 1**Frequent grammatical and/or spelling errors. |  **/ 4** |
| **10%** | **Citation, Credits and Copyright** | **Points: 4**All sources cited in preferred style, with no formatting errors.Credits are listed properly for all media. All media obtained legally and licensed appropriately. | **Points: 3**All sources cited in the preferred style, with few formatting errors.Credits for media missing some details.Some sources are not licensed appropriately. | **Points: 2**Some sources not cited accurately or in the preferred style.Credits for media missing many details.Licensing of many sources is questionable. | **Points: 1**Many sources not cited accurately. No or few credits given for media.Most sources infringe on copyright. |  **/ 4** |
| **Total Points** | **/ 40** |



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This work is a derivative of [Video Script/Storyboard Rubric](https://docs.google.com/document/d/1Mfo7neLY6WuQpZ1djOADDNFeVH1XJX-wPSQ1fC06Y8s/edit?usp=sharing) by the [Seneca Sandbox](https://library.senecacollege.ca/sandbox/), used under [CC BY NC SA](https://creativecommons.org/licenses/by-nc-sa/4.0/).