# **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/).