**Introductory Video Rubric**

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|  | Exemplary | Proficient | Below standard | Did not demonstrate | Total points |
| Video Requirements | Video requirements are not only present, but also work together to offer an honest and insightful look at the student as a person, while entertaining the audience. | Video requirements are present and give the audience a glimpse of the student as a person. | Video requirements are present. | Assignment does not meet the video requirements and/or does not teach the audience something new about the student. |  |
| Script Requirements | Script requirements are not only present, but also invite the audience into the video, using language that is relatable, conversational, and engaging. Opening line is creative and serves as a hook for the rest of the video. | Script requirements are present. Student makes an attempt to engage the audience with their language, but needs to practice conversational tone. | Script requirements are present, though tone might be too formal for the intended audience of the student’s peers/  | Assignment does not meet the script requirements.  |  |
| Technical Specifications | Video meets technical specifications. Any edits made to the photos and/or B-roll work to help tell the student’s story. The student has a natural speaking voice that is easy to understand and relatable.  | Video meets technical specifications. While lines are read clearly and appropriately, the delivery might be robotic, awkward, and/or stilted. | Video meets technical specifications, but may be hard to understand at times. It is clear that some photos and/or B-roll was poorly chosen/edited. | Assignment is far too short (under 30 seconds), may include an abundance of vertical photos and/or B-roll, and is difficult to understand. |  |
| Technical Requirements | Video is properly labeled and was uploaded to the appropriate file sharing system before the deadline. | Video is properly labeled. Student has trouble with upload, but manages to troubleshoot and get assignment uploaded by the deadline. | Student misses upload deadline, but demonstrates dedication to the task and completes task according to a timeframe agreed upon by student and teacher. | Video was not properly labeled and/or was not uploaded to the appropriate file sharing system by the deadline. |  |
| Time Management | Student uses time wisely in class, rarely if ever gets distracted, and meets all deadlines effortlessly. | While occasionally distracted, student still manages to use time wisely and meets all deadlines. | Often distracted in class, student occasionally uses time wisely. | Student does not use their time in class wisely. |  |
| Total points |  |  |  |  | \_\_\_/\_\_\_ points |