**Cell Phone Video Rubric**

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| --- | --- | --- | --- | --- | --- |
|  | Exemplary | Proficient | Below standard | Did not demonstrate | Total points |
| Video Quality | Videos are steady, properly oriented, and lit well.Visuals relate effectively to what is being said.Lighting is well-planned and adds to the mood of the video - this demonstrates high level understanding of the element. | Videos are steady, properly oriented, and lit well.Visuals relate effectively to what is being said. | Videos are shaky, mis-oriented, and.or poorly lit.Visuals relate effectively to what is being said. | Visuals do not relate well to the topic and/or severely detracts from the quality of the overall product. |  |
| Audio Quality | Audio is crisp, clear, and easy to understand. Audio levels are consistent throughout, and the speaker’s voice is clear with a confident tone. Speakers seem very polished and demonstrate preparedness. | Audio is crisp, clear, and easy to understand. Audio levels are consistent throughout, and the speaker’s voice is clear. Speakers may not be as polished. | Audio is difficult to understand. Audio levels are inconsistent.Speakers may not be as polished. | Audio is impossible to understand and/or severely detracts from the quality of the overall product.  |  |
| Editing | Includes all of the WALLDO elements. The shots are creative but also have very practical purposes behind them. In addition to different images, there should also be a combination of wide, medium, and close ups.Includes an “intro” or “lead.” | Includes all of the WALLDO elements. The shots are creative. Includes an “intro” or “lead.”In addition to different images, there should also be a combination of wide, medium, and close ups. | Includes all of the WALLDO elements. The shots are not varied or creative. The clips may go on too long or be inrelated to the topic. | May be incomplete, poorly edited or missing WALLDO elements. |  |
| Total points |  |  |  |  | \_\_\_/ points |