**Personal Profile (Long Form)**

**Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Fair  (1 point) | Good  (3 points) | Excellent  (5 points) | Total points |
| Subject interest factor | The selected subject offers very few interesting connections and or is clearly disinterested in participating. | The selected subject is somewhat interested but seems to be disinterested in participating. | The selected subject is interesting and appears glad to be participating. |  |
| Video length | The video is 16 seconds or more under the required time limit. | The video is 15 seconds or less under the required time limit. | The video meets the minimum required length. |  |
| B-Roll | B-Roll does not at all match what is being discussed or is not present. | B-Roll is present but does not always match the what is being discussed during the profile. | B-Roll is present and appropriately used. |  |
| Natural sound | Natural sound is present, but it is a distraction from the story in the way it is used. | Natural sound is present but not used in a way that adds to the story. | Natural sound is present and used in a way that adds to the story. |  |
| Music | No music was used. | Music was used, but it is not set to an appropriate level. | Music was used and is set at an appropriate level. |  |
| Graphic originality | Graphics used appear to be templates and have not been customized. | Original graphics were used but do not complement the profile. | Original graphics were used that complement the profile. |  |
|  |  |  |  | Total \_\_\_\_\_\_\_\_ |