

LIAA Scholar-Artist Awards – MEDIA ARTS - VIDEO PORTFOLIO RUBRIC

Criteria	1 point	4 points	7 points	10 points	Pts	Comments
Videography: Techniques Clarity	Video was unsteady and moved while the focus was poor.	Video was unstable or the focus was poor throughout.	Video occasionally had slight movement but the focus was excellent throughout.	Video did not rock/shake and the focus was excellent throughout.		
Design	Most shots taken from one camera angle; the zoom was not well used. No awareness of principles of design	Few different "takes," camera angles, sound effects, and/or careful use of zoom provided variety in the video. Had a sameness to it. Limited awareness of principles of design	Some variation in "takes," camera angles, sound effects, and/or careful use of zoom provided variety in the video. Good awareness of principles of design	Many different "takes," camera angles, sound effects, and/or careful use of zoom provided variety in the video. Excellent awareness of principles of design.		
Audio	The video's sound was insufficient and difficult to make out.	The video's sound was poor and not clear at all times.	The video's sound sometimes faded out and was clear most of the time.	The video's sound was sufficiently loud and clear at all times.		
Editing	The video was poorly done and shows little or no organization of the content.	The video was not well conceived or shows poor organization of the content.	The video shows good organization of the content.	The video was well-conceived and shows excellent organization of the content.		
Communicative Properties	Neither clear nor insightful.	Somewhat clear and insightful.	Generally clear and insightful.	Exceptionally clear and insightful.		
Level of Conceptual Ideas	Solves problems simplistically. Shows limited artistic decision-making.	Shows some manipulation of ideas.	Shows evidence of creative thinking, i.e., it conveys a sense that it is about something.	Addresses complex visual and/or conceptual ideas. Shows evidence of risk-taking.		

Name _____ School District _____

TOTAL SCORE: