

Name(s): _____ Music Video Rubric

ACTIVITY	Exemplary -25 points	Proficient- 20 Points	Partially Proficient- 15 Points	Incomplete- 5 points	POINTS
Script/Storyboard Or lyrics	The storyboard illustrates the video presentation structure with thumbnail sketches of each scene. Notes of proposed transition, special effects, and sound. Notes about proposed dialogue/narration text are included. (lyrics)	The storyboard includes thumbnail sketches of each video scene and includes text for each segment of the presentation, descriptions of proposed shots and dialogue.	The thumbnail sketches on the storyboard are not in a logical sequence and do not provide complete descriptions of the video scenes, audio background, or notes about the dialogue.	Storyboard was attempted but incomplete.	
Content & Lyrics	The content of the video is tasteful. There is no foul language or inappropriate images. The lyrics of the song are clean versions only.	N/A	N/A	The project contains foul language or inappropriate images.	
Pace	All video clips fit the storyline. Clips are just long enough to make each point clear. The pace captures audience attention.	Most video clips move at a steady pace, fast enough to keep the audience interested and slow enough to tell a complete story.	Video clips are used but need to be edited in length or move too quickly to assist in telling the story.	Video clips are too long and do not advance the storyline or to short and leave out essential action or dialogue.	
*Teamwork (Participation)	You used class time well on this project. Your project shows strong effort in class. You worked well as a group	Lacking 1: You used class time well on this project. Your project shows strong effort in class. You worked well as a group.	Lacking 2: You used class time well on this project. Your project shows strong effort in class. You worked well as a group.	You didn't use class time well. AND/OR project shows little effort outside of class. AND/OR you didn't work well in a group.	