Video Production

This category is defined as any original video project that has been edited on a computer with digital video editing software and exported into a digital video format. The project must be displayed for viewing on a computer.

Area	None	Partial	Mastery
Documentation - 10% Did student(s) include citations for sources and permissions for non-student produced materials?	None of the required documentation present.	Some or most required permissions present.	ALL required permissions present OR none needed.
Complete and Functional - 15% Did student(s) complete the entire project?	Project is incomplete, unedited, or not an original student created video.		Project is an original student created video that has also been edited by the student to enhance the final product. All media was relevant to the purpose of the project.
Creativity - 20% Did student(s) use a higher level of creativity throughout the design process and oral presentation? (Nervousness should NOT count against the student)	Minimal levels of creativity shown in the project design and oral presentation.	Students display lower levels of creativity in the design process and/or oral presentation. (Nervousness should NOT count against the student)	Student displays a high level of creativity throughout the entire design process. The oral presentation is unique, well-planned, and creative. (Nervousness should NOT count against the student)
Understanding - 25% Did student(s) demonstrate a solid understanding of the software for project development?	Student displayed little to no understanding of the software used.		Student is able to present all edits and discuss how they included effects to enhance the project. Mastery in the choice and use of software. Student is able to answer specific questions about their design process.
Intended Purpose - 30% Did all elements of the project work together to serve the intended purpose?	No elements of the design fit the intended purpose of the project.		Audio and video are characterized by smooth transitions that enhanced the presentation, audio segments of consistent quality that are properly synchronized with the video segments. Edits are clean and effective.