

VIDEO Music Video Assessment

Criteria	Excellent	Average	Poor
Captured Media (4) Quantity	4 Quantity meets requirements	3-1 Missing part of media	0 Media not captured
Theme (6) Consistency	6-5 Video, images and audio are relevant to theme	4-3 Some media are not relevant	2-0 Media inconsistent with theme/each other
Video Images (5)	5-4 Quality video clips/images, appropriate and balanced	3-2 Video clips/images may be shaky, inappropriate pan/tilt	1-0 Video clips/images may be distorted in movie
Audio (5)	5-4 Quality fades, quality audio, audio at same level	3-2 Audio levels “jump” or quality audio not captured	1-0 Audio levels inconsistent and of poor quality
Design of Titles (3) Readable text	3 Readable typeface and size, contrast with background, inside safe-zones	2 Type size too small or poor choice of typeface	1-0 Unreadable and distracting text
Transitions (5)	5 Different transition effects used between each video clip/image	4-3 Missing a transition or duplicate transitions used	2-0 Missing many transitions
Motion Settings (2)	2 Motion settings professionally used on titles	1 Speed or effects of motion distracts from video	0 Motion settings not used
First Impression/Creativity (5)	5-4 Original, creative, and catches viewers’ interest	3-2 Some effort evident, more creativity needed	1-0 Lacks creativity

Student _____

Due Date _____

Date Submitted _____

Criteria	Excellent	Average	Poor
File Management (2)	2 Project folder with subfolders appropriately organized	1 File organization problem(s)	0 Some files missing
Timing (4)	4 Production is at least 60 second, but not over 90 seconds	2 Production is under or over time length	
Output (2)	2 Final project exported properly as MOV file	1 Not exported properly	0 Not exported
Subtotal			
<i>Deduct 1 point for each uncorrected error =</i>			
Total Points =			