**Video Project Assessment**

**Video Title\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Group Members\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Standards** | **10 - 8 Exemplary** | **7 - 4 Satisfactory** | **3-0 Unacceptable** | **Score** | **Weight** | **Total** |
| Storyboards & intermediary project components | * Timely submission of all project components. * Clear thought and effort given to prospectus, bibliography, and storyboards. | | |  | X 1 |  |
| Choice of topic | * Chooses a topic with clear relevance to urban ecology themes and issues we have been discussion in class this semester. Makes explicit connections to urban ecology in the video. | | |  | X 1 |  |
| Storyline | * Story is purposeful—clearly crafted to provoke thought, reflection, and discussion, main ideas come through clearly. * Story is compelling and artful. * Economy (breath and depth)—story is told with the right amount of detail throughout. Story feels complete but does not bog down the audience with information. * Video is well organized—ideas and topics are linked together clearly and creatively. | | |  | X 2.5 |  |
| Watchability | * Video holds the attention of the audience, is engaging throughout. * Pacing (rhythm and speed of images, audio, and narrative) is appropriate to the storyline and helps the audience stay engaged. | | |  | X 2 |  |
| Visual aspects | * Images support the story and grab the attention of the audience. * Text used in the video is clear and readable. * Visual material brings the story to light. | | |  | X 1.5 |  |
| Sound | * Audio is clear and easy to understand. * Music conveys the tone and emotion of the story. * Voiceover is clear and easy to understand | | |  | X 1.5 |  |
| Length | * Video is between 4 and 6 minutes long. | | |  | X 0.5 |  |
|  | | | | Total  (out of 100 points possible) | |  |

Comments: