**Video Project Assessment**

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

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

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| **Standards** | **10 - 8Exemplary** | **7 - 4Satisfactory** | **3-0Unacceptable** | **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: