# Universe Mash-up Grading Rubric

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| **Category** | **4 points** | **3 points** | **2 points** | **1 point** | **Score** |
| **Content** | * Covers topic in-depth with a strong central idea * Subject knowledge is excellent * Uses at least 5 facts and 5 details or examples * Uses MLA bibliography and credits | * Covers topic with a central idea * Subject knowledge is good * Uses at least 4 facts and 4 details or examples * Uses MLA bibliography and credits | * Covers essential information about topic * Contains 1-2 factual errors * Uses at least 3 facts and 3 details or examples * Uses MLA bibliography and credits | * Content is minimal * Contains several factual errors * Uses at least 2 facts and 2 details or examples * Missing MLA bibliography or credits |  |
| **Creativity** | * Product shows a large amount of original thought * Ideas are creative and inventive * Uses 3 or more original ideas based on research that helps others under- stand the topic | * Product shows some original thought * Uses at least 2 ideas that are expressed uniquely that can benefit others | * Product uses other people’s ideas (giving credit), but little evidence of original thought * Uses at least 1 idea that is expressed uniquely that can benefit others | * Uses other people’s ideas, but does not give them credit * Does express any ideas uniquely in a way that can benefit others |  |
| **Pre-production** | * Treatment script shows strong evidence of high-level research and detailed planning * Storyboard has at least 10 detailed thumbnail sketches * Final script shows a logical sequence, good pacing, interesting dialogue and effects | * Treatment script shows evidence of research and planning * Storyboard contains at least 8 thumbnail sketches * Final script shows flow of ideas, pacing, dialogue and effects | * Treatment script shows some evidence of research and planning * Storyboard contains at least 5 thumbnail sketches * Final script does not flow well between ideas, dialogue and effects | * Treatment script shows little evidence of research and planning * Storyboard contains fewer than 5 thumbnail sketches * Final script is incomplete |  |
| **Production** | * Production techniques demonstrate outstanding technical skills * Clarity of video and audio throughout the video * Uses at least: 10 images, 8 digital effects, one video clip and/or audio clip, and 5 voice-overs * If using text: no more than 8 words per scene, allows time to read, and text is easy to read. * Includes credits and does not use copyrighted resources | * Production techniques demonstrate technical skills * Clarity of video and audio is achieved * Uses at least: 8 images, 6 digital effects, and 3 voice-overs * If using text: no more than 12 words per scene, allows time to read, and text easy to read * Includes credits and does not use copyrighted resources | * Production techniques demonstrate beginner level skills * Clarity of video and audio is evident * Uses at least: 5 images and 1 voice-over * If using text: uses too many words per scene, does not allow time to read, or text is hard to read * Includes credits and does not use copyrighted resources | * Production skills are not evident * Ideas do not flow * Clarity of video and audio is not achieved * Uses fewer than 5 images and no voice-over * If using text: uses too many words per scene, does not allow time to read, and text is hard to read * Does not include credits and/or uses copyrighted resources |  |
| **Organization** | * Content is well organized by grouping related ideas and using correct sequence * An overall unity and coherence producing a connected flow of content is established | * Content is organized by grouping related ideas and using sequence * There is unity and coherence | * Content is logically organized for the most part | * There was no clear or logical organizational structure, just lots of facts |  |
| **Overall effectiveness** | * Strong message is conveyed * Video covers topic accurately, clearly, and in depth * Highly engages and impacts the audience | * A central message is conveyed * Video covers topic accurately and clearly * Video engages and impacts the audience | * A central theme is present * Video covers topic with some engagement and impact | * Video is scattered and confusing with no central message evident * Video is not engaging |  |