# 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
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| **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
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| **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
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| **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
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| **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
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| **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
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