**Video Argument Rubric**

| Video Argument Rubric - 100 Points Total | | |
| --- | --- | --- |
| **Criteria** | **Ratings** | **Pts** |
| Introduction | |  |  |  | | --- | --- | --- | | **5 to >4 pts**  **Excellent**  The introduction is motivating, and hooks the viewer from the beginning. | **4 to >2 pts**  **Satisfactory**  The introduction is clear and coherent and evokes moderate interest/response from the viewer. | **2 to >0 pts**  **Needs Improvement**  The introduction does not orient the viewer to what will follow. | | 5 pts |
| Presentation of Evidence | |  |  |  | | --- | --- | --- | | **10 to >6 pts**  **Excellent**  Complete evidence for one side or complete evidence for both sides | **6 to >3 pts**  **Satisfactory**  Incomplete evidence for both sides | **3 to >0 pts**  **Needs Improvement**  No evidence or insufficient evidence from only one side | | 10 pts |
| Documentation | |  |  |  | | --- | --- | --- | | **5 to >4 pts**  **Excellent**  All elements from other sources are accurately documented. | **4 to >2 pts**  **Satisfactory**  Most of the elements taken from other sources are documented; however, some documentation may be inaccurate or missing. | **2 to >0 pts**  **Needs Improvement**  There is no documentation. | | 5 pts |
| Core Argument  Feasibility & Creativity of Solution  Review of the Subject Material | |  |  |  | | --- | --- | --- | | **10 to >6 pts**  **Excellent**  Compelling Argument; New, Creative Solution; Complete Review | **6 to >3 pts**  **Satisfactory**  Basic Argument/Good Argument Conventional Solution Basic Review/Good Review | **3 to >0 pts**  **Needs Improvement**  No argument/Weak argument; No solution/Unrealistic solution; No review/Weak Review | | 10 pts |
| Subject Content | |  |  |  | | --- | --- | --- | | **30 to >21 pts**  **Excellent**  Subject knowledge is evident throughout the video. All information is clear, appropriate, and correct. | **21 to >10 pts**  **Satisfactory**  Subject knowledge is evident in much of the video. Most information is clear, appropriate, and correct. | **10 to >0 pts**  **Needs Improvement**  Subject knowledge is not evident. Information is confusing, incorrect, or flawed. | | 30 pts |
| Video Content & Organization | |  |  |  | | --- | --- | --- | | **10 to >6 pts**  **Excellent**  Video includes a clear statement of purpose. Events and messages are presented in a logical order, with relevant information that supports the video’s main ideas. | **6 to >3 pts**  **Satisfactory**  Information is connected to a theme. Details are logical and information is relevant throughout most of the video. | **3 to >0 pts**  **Needs Improvement**  The video lacks a central theme, clear point of view, and logical sequence of information. Much of the information is irrelevant to the overall message. | | 10 pts |
| Conclusion | |  |  |  | | --- | --- | --- | | **5 to >4 pts**  **Excellent**  Excellent conclusion. Revisits all sides of the argument. | **4 to >2 pts**  **Satisfactory**  Satisfactory conclusion. Partially revisits all sides of the argument. | **2 to >0 pts**  **Needs Improvement**  No conclusion or minimal conclusion that revisits one side of the argument. | | 5 pts |
| Mechanics | |  |  |  | | --- | --- | --- | | **5 to >4 pts**  **Excellent**  The text and/or audio have no errors in grammar, spelling, or formatting. | **4 to >2 pts**  **Satisfactory**  The text and/or audio have 1-2 errors in grammar, spelling, or formatting. | **2 to >0 pts**  **Needs Improvement**  The text and/or audio have 4 or more errors in grammar, spelling, or formatting. | | 5 pts |
| Production | |  |  |  | | --- | --- | --- | | **20 to >16 pts**  **Excellent**  Video is of excellent quality and is edited. Transitions added enhance the quality of the video and transitions used do not detract from the video. There is ample evidence of visual rhetoric/graphics throughout the presentation. | **16 to >11 pts**  **Satisfactory**  Video is edited. A variety of transitions are used and most transitions help tell the story. Most of video has good pacing and timing. Graphics are used appropriately. | **11 to >0 pts**  **Needs Improvement**  Video is of poor quality and is unedited. There are no transitions added or transitions are used so frequently that they detract from the video. There are no graphics. | | 20 pts |
| Total Points: 100 | | |