

Video Agriculture Career Rubric

Name _____

		1	2	3	4	score
5%	Identifying the presenters	Does not identify who is presenting	Orally states who is presenting, no visual conformation	Correctly identifies presenters orally with video	Correctly identifies presenters orally with video and written caption	
5%	Identifying the Agriculture Career	Does not identify the career	Vaguely identifies the career	Identifies the career but the viewer may forget what the career is	Clearly identifies the career	
10%	Incorporates a variety of visuals	Uses only one to three images throughout the whole presentation	Uses several media changes throughout the presentation, but lacks something	Uses a great deal of media types: video and still, but could have arranged the media so it flows better	Uses a great deal of media types: video, still pictures, with a good movement to keep the viewer interested	
15%	Quantity of information presented	Video does not tell much about the agriculture career	Video has information but appears sparse	Video has the pertinent material	Video is packed with quality relevant material	
15%	Correctness of information presented	Much of the material is misinformation or made up	The material presented could have been research more thoroughly	The material accurately covers the general theme of the agriculture career	The presented material that is highly accurate and appears researched	
5%	Each video editor is visual in the video	No video producers present in the video	Production could have used more visuals of the editors for a better production	Both editors in the production but, one editor dominates the production	A well balanced presentation of presenters	
15%	Video quality	Camera man wasn't steady at all, hurts the eye to watch	Some shakiness or poor background or poor imagery	One or two areas where the video could be better but overall it's ok	Very good camera angles, with a steady hand, good backgrounds	
5%	Time	> 2 sec. under/ over 30 sec.	2 sec. under/ over 30 sec.	1 sec. under/ over 30 sec.	Exactly 30 sec.	
5%	Creativeness	Video is bland, just put together	Video has some unique qualities	Video has a nice flare to it	Video shows a lot of originality	
10%	Keeps the viewer's interest	The viewer just wants to walk away	The viewer will politely watch the video for you	The viewer will be drawn to the video	Video completely captures the attention of the viewer	
10%	Work ethic	Editors wasted a lot of time during the duration of the assignment	Project finished but it was the result of one editor, not the other	Editors need to be pushed to comply to the assignment	Each editor focused on the job the entire time of the project	

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1

2

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3

4

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