Video Storyboard Grading

	4	3
Story of the Storyboard	From start to finish, a clea, sequential, story is told. We can tell who is the audience, and what they are supposed to learn from the video.	The storyboard only has two of the three narrative components: telling a story, aimed at an audience, and having a clear learning outcome.
Title	Storyboard contains title, student's names, and author.	Storyboard is missing 1 of the title requirements.
Required elements	Storyboard includes all required elements: title, setting, characters, plot, conflict, solution, and conclusion	Storyboard is missing 1 required element.
Content	Storyboard contains 3-5 appropriate sentences for all required elements	Storyboard does not contain 3-5 appropriate sentencews for 1 of the required elements.
Illustratoins	Storyboard contains one illustration for each required element	Storyboard is missing 1 required illustration
Grammar/Mechanics	Storyboard contains no errors in grammar, capitalization, or punctuation	Storyboard contains 1-2 errors in grammar, capitalization, or punctuation
Attractiveness	Storyboard is exceptionally attractive in terms of design, layout, and neatness	Storyboard is attractive in terms of design, layout, and neatness.

Rating Scale	
20-24 points	90-100
16-19 points	80-89
12-15 points	70-79
6-11 points	65-69

Rubric

2	1
The storyboard only has one of the three narrative components: telling a story, aimed at an audience, and having a clear learning outcome.	The storyboard does not tell a story, the audience is not clear, and the desired learning outcome is not clear.
Storyboard is missing two of the title requirements	No title or wrong information in title square (#1)
Storyboard is missing 2 required elements	Storyboard is missing 3 or more required elements.
Storyboard does not contain 3-5 appropriate sentences for 2 of the required elements.	Storyboard does not contain 3-5 appropriate sentences for 3 or more of the required elements.
Storyboard is missing 2 required illustrations	Storyboard is missing 3 or more required illustrations
Storyboard contains 3-4 errors in grammar, capitalization, or punctuation	Storyboard contains 5 or more errors in grammar, capitalization, or punctuation
Storyboard is acceptably attractive in terms of thought it may be a bit messy.	Storyboard is distractingly messy or very poorly designed. It is not attractive.

	5	4
Visual appeal	Visual appeal is excellent. Excellent use of graphics, color, white space, icons	Visual appeal is good. Good use of graphics, color, white space, icons
Text Components	The text components in each shot are well-connected and carefully presented	The text components in each shot are connected and well-presented
Language, repertoire, clarity of text	Demonstrates accurate and consistent use of technical language	Demonstrates appropriate use of technical language most of the time
Sequencing/overall flow	Video has good transitions, special effects, sound and title tracks. All parts show a logical progression.	Video has adequate transitions, special effects, sound, and title tracks. Video has adequete sequencing and flow.
Purpose/audience	The video has a clear purpose, and effectively aims a message towards the desired audience.	The video's purpose is somewhat clear, and the desired audience is somewhat identifiable.

ding Rubric

3	2	1
Visual appeal is adequate on balance	Some aspects of visual appeal are adequate, but others are poor	Little or no attention to visual appeal in the video
The text components in most of the shorts are connected and well-presented	The text components in few of the shots are adequately connected and presented	The text components are not connected and poorly presented
Demonstrates appropriate, but intermittent, use of technical language	Often misses the opportunity to use technical language to convey message	Innappropriate use of technical language
The video has somewhat of a logical sequence and flow, but has some places where this is not true.	The video has many places with poor or missing transitions, text, sounds, etc	The video appears hastily thrown together and does not show logical sequence to tell a story..
The video may contain a purpose and an audience, but they are not well-matched.	The video does not fulfill a purpose, but has an audience; or has a purpose but does not aim at the desired audience effectively	The video does not effectively address either purpose or audience.

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