# **Sample Animated Video Rubric**

| **Weight** | **Criteria** | **Advanced** | **Proficient** | **Progressing** | **Incomplete** | | **Points** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **40%** | **Content** | **Points: 32**  [Add your content criteria] | **Points: 24**  [Add your content criteria] | **Points: 16**  [Add your content criteria] | **Points: 8**  [Add your content criteria] | | **/ 32** |
| **10%** | **Layouts/ Transitions/ Effects** | **Points: 8**  Layouts, transitions and/or effects enhance and support the content. | **Points: 6**  Layouts, transitions and/or effects are used appropriately and do not distract. | **Points: 4**  Layouts, transitions and/or effects are mildly distracting. | **Points: 2**  Layouts, transitions and/or effects distract from the content. | | **/ 8** |
| **20%** | **Visual Elements (Images, Colours, Text)** | **Points: 16**  Includes a variety of well-chosen images and graphics that reinforce the content.  Fonts and colours are very consistent and add to the video message/ tone.  All text on screen is thoughtful, concise, and legible.  Clear, well-edited screencasts, if used, add to the content. | **Points: 12**  Includes some relevant images/ graphics that are not distracting.  Fonts and colours are mostly consistent and not distracting.  Most text is appropriate, succinct, and readible.  Screencasts, if used, need only minor editing and do not distract from the content. | **Points: 8**  Limited use of images/graphics. Some visuals are distracting.  Fonts and colours show some distracting inconsistencies.  Some text is unnecessary, lengthy or somewhat illegible.  Screencasts, if used, need some editing and are somewhat distracting. | **Points: 4**  Includes no or a few distracting or inappropriate images/ graphics.  Fonts and colours are inconsistent and distracting.  Text is inappropriate, excessive, and/or illegible.  Screencasts, if used, are unclear, unedited, and distract from the content. | | **/ 16** |
| **20%** | **Sound/ Music/ Narration** | **Points: 16**  Narration is clearly audible and well-paced.  Music, if used, enhances the video mood, message, or pacing.  Music volume is well-balanced with narration or sounds. | **Points: 12**  Narration is fairly clear with minor, pacing issues.  Music, if used, does not distract from the mood, message, or pacing.  Music volume is does not interfere with other sounds. | **Points: 8**  Some of the narration is inaudible and/or too fast or slow.  Music, if used, somewhat distracts from the mood, message, or pacing.  Music volume sometimes overpowers other sounds. | **Points: 4**  Narration is inaudible and/or too fast or slow.  Music, if used, is not appropriate for the mood, message, or pacing.  Music volume is often overpowering. | | **/ 16** |
| **5%** | **Submission** | **Points: 4**  Video is submitted in the requested file format/through the requested platform.  The provided captions and/or transcript are highly accurate. | **Points: 3**  Video is submitted in the requested file format/through the requested platform.  The provided captions and/or transcript contain a few inaccuracies. | **Points: 2**  Video is submitted in an alternate file format/through an alternate platform.  The provided captions and/or transcript contain many inaccuracies. | **Points: 1**  Submitted video cannot be accessed or played.  Captions and/or transcript are not provided. | | **/ 4** |
| **5%** | **Citations/ Credits/ Copyright** | **Points: 4**  All sources cited in preferred style, with no formatting errors.  Credits are listed properly for all media.  All visual/ audio elements are original or legally obtained and licensed appropriately. | **Points: 3**  All sources cited in preferred style, with few formatting errors.  Credits for media missing some details.  Visual/ audio elements are legally obtained and licensed appropriately. | **Points: 2**  Some sources not cited accurately or in the preferred style.  Credits for media missing many details.  Copyright of some visual/ audio elements is questionable. | **Points: 1**  Many sources not cited accurately.  No or few credits given for media.  Copyright infringement of visual/ audio elements is obvious. | | **/ 4** |
| **Total Points** | **/ 80** |



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This work is a derivative of [Sample Animated Video Rubric](https://docs.google.com/document/d/1CZI50KxG9IRpRTj1TEZ0rNVJ7UW7rzCnRiAeyhusi9w/edit?usp=sharing) by the [Seneca Sandbox](https://library.senecacollege.ca/sandbox/), used under [CC BY NC SA](https://creativecommons.org/licenses/by-nc-sa/4.0/).