

## **Assessment Rubric for Digital Memoir Video Projects** [subject to revision]

### **I. Content/ Organization**

How well organized is the project? Does the video project have an effective narrative “flow?” Were any outside resources used for the project? If so, were these resources effective for supporting the overall organization of the project?

Did you learn something interesting in this Digital Memoir project? Did the producer/ writer keep your attention throughout the project? Has the producer told a compelling story? Is there a clear “message” in the video project?

### **II. Introduction, Sub-sections, and Conclusion**

Is there a clear introduction to the project? Does the introductory section capture the viewer’s interest? Is the main idea or “argument” of the project clear to the viewer from the beginning?

Is the project divided into sub-sections that clearly delineate the separate components of the project? Does the producer use these sections effectively?

Is there an effective ending or conclusion to the video project? Does the producer provide a satisfactory (impactful, entertaining, educational, uplifting, etc.) ending for the project?

### **III. Production Quality**

#### **Video Continuity/Editing**

Are the transitions between segments and clips smooth and effective?

#### **Voiceover and Audio Editing**

Are the voices and/or voiceover clear and effective? Is the narration effective and directly connected to the still and moving images? Is the audio quality the best it can be?

#### **Pacing & Timing**

Does the overall pacing of the video project keep the viewer interested?

#### **Use of Media (Music, Voice-over, Graphics)**

Is the background music effectively integrated into the project? Are titles easy to read and supportive for the organization of the project?

### **IV. Credits/ Copyright**

Has the producer credited his/her sources for the key material? Are any outside sources for photographs or video clips clearly indicated in the credits?