**MUSIC VIDEO RUBRIC**

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| **ELEMENT** | **10** | **8** | **6** | **4** | **2** |
| **CREATIVITY** – video is edited in unexpected ways. Elements in the video grab audiences attention and /or imagination (2X) |  |  |  |  |  |
| **SOUND** – High quality recording is used. Levels are consistent, volume does not distort. |  |  |  |  |  |
| **COMPOSITION/FRAMING** – Rule of thirds, balance objects in frame, avoid distracting objects, head room |  |  |  |  |  |
| **CAMERA** – variety of camera angles, camera movements enhance visual image, tripod use when necessary, zooms and pans |  |  |  |  |  |
| **SPECIAL EFFECTS** – something unique is added to your video using the tools provided by editing software. Gives video certain style or feel |  |  |  |  |  |
| **LIGHTING** – Lighting is consistent without wanted glared or shadows. Subject is visibly lit |  |  |  |  |  |
| **EDITING/TRANSITIONS**- tightly edited, showing only necessary scenes. Transitions make sense. Video flows smoothly. Lip-syncing is on point. |  |  |  |  |  |
| **AUDIENCE IMPACT** – Sustains viewer’s attention and is interesting. Scenes do not lag. |  |  |  |  |  |
| **EFFORT/TEAMWORK** – Full effort is given to accomplish and exceed requirements for the project on time. Cooperative teamwork is evident. |  |  |  |  |  |

COMMENTS: