**Video Project 3: How To Video**

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| **Criteria** | **Exceeds Expectations** | **Fully Meets Expectations** | **Minimally Meets Expectations** | **Does Not Meet Expectations** | **Not Attempted** |
| **Creativity** | Refines and sophisticated approach to original and unique expression with a high degree of originality. | Excellent approach to original thinking and expression with evidence of originality. | Competent development in expression of creative idea. | Improved thinking and expression in development of creative idea but with limited risk taking. | Novice and restricted approach to developing the idea with no evidence of originality. |
| **Use of Studio Time** | On task 85% of every class. | 1 or 2 classes missed. On task 85% of every class. | 1 or 2 classes missed. On task less than 85% of every class. | More than 2 classes missed. On task less than 85% of every class. | On task less than 50% of every class. |
| **Completion** | Creative idea coherently developed and fully realized and still leaves room of the audience to explore the topic. The overall work inspires the viewer. | Creative idea fully developed and realized and gives the audience enough information to comprehend the topic. Overall work pleases the viewer. | Creative idea somewhat developed but provides too little information for the viewer to comprehend the topic. The overall work holds viewers’ attention for a short time. | Improved development of the creative idea though it does not give the viewer enough information to comprehend the topic. The overall work does not hold the viewers’ attention. | Only a cursory and/or minimal attempt to develop a creative idea. |
| **Visual Media** | Extremely thoughtful and effective use of 2-4 minute video. Student has experimented successfully with visual media outside their normal comfort zone. Clips used enhance the viewers’ experience. | Thoughtful and competent use of 2-4 minute video. Uses and understands appropriate language to enhance their topic. | Thoughtful and competent use of 2-4 minute video. Still developing the understanding and overall intention. | Competent video less than 2 minutes or more than 4 minutes. Still developing the understanding and overall intention. | Video does not meet the time requirement and work does not show a cohesive intention. |
| **Transitions** | Extremely thoughtful and effective use of transitions. Selections enhance the overall work and do not distract the viewer. | Thoughtful and competent use of transitions. | Developing the use of transitions. Beginning to understand the impact of transitions but is either distracting or underused. | Transitions are distracting or underused. | Transitions are not used. |
| **Audio** | Extremely thoughtful and effective use of audio; selections enhance the topic. | Thoughtful and competent use of audio; exploring sound. | Developing the use of audio. Beginning to understand the impact of sound but is either distracting or too low to be heard. | Sound is all distracting or underused. | Sound is not used. |
| **Titles and Credits** | Titles and credits are present and appropriate and integrated seamlessly with existing imagery and sounds. | Titles and credits are present and appropriate and integrate fairly well with existing imagery and sounds. | Titles and credits are present and integrate somewhat with existing imagery and sounds. | Titles and credits are present. | Titles and credits are not present. |

* **Title at Open**
* **Audio source (all of them)**
* **Person filming (if not you)**
* **Person demonstrating (if not you)**
* **Yourself for editing**