

NEHS Communications Academy Video Submission Rubric

Student Name: _____

CATEGORY	4	3	2	1	Score
Audio	Audio is clear and understandable, music and sound effects (if used) do not interfere with main audio track.	Audio is mostly clear and understandable, there are portions of the video where audio is hard to understand or music and sound effects (if used) interfere with main audio track.	Audio is not very clear or is difficult to understand. Music and sound effects (if used) interfere with main audio track.	Audio is unintelligible, music and sound effects (if used) interfere with main audio track.	
Shot Composition	Student understands all aspects of shot composition including concepts of head room, talk room and Rule of Thirds	Student understands most aspects of shot composition but some shots are not well composed	Student understands some aspects of shot composition but many of the shots are not well composed	Student has a poor understanding of shot composition, most shots are not well composed,	
Editing	Student has a good understanding of how to edit shots together for timing and flow of content.	Student has some understanding of editing for timing and flow of content.	Student can edit shots but timing and flow of video is inconsistent.	Student does not have a sense of timing or understanding of editing for content.	
CATEGORY	8	6	4	2	Score
Overall Submission	Students answers video prompt question. Video concept is creative and well thought out.	Student answers video prompt question and video submission has a concept but it is not well produced	Student partly answers video prompt question but video lacks a clear concept or is not well produced.	Video lacks a clear concept and there is no production value.	