

**RUBRIC TO ASSESS VIDEO PROMOTION**

Student's name: \_\_\_\_\_

ITEMS	5 Excellent	3-4 (Quite) good	2 Need improvement	1 Low performance
<b>CONTENT</b>	It covers all the topics in depth with details and examples. The knowledge of the topic is excellent.	It includes basic knowledge about the topic. The content seems to be good.	It includes essential information about the topic, but it has 1-2 mistakes in the facts.	The content includes minor details and it has several mistakes in the facts.
<b>ORIGINALITY</b>	The product shows great originality. The ideas are creative and witty.	The product shows certain originality. It shows the use of new ideas and of shrewdness.	It uses ideas from other people (quoting them), but there is little evidence of original ideas.	He/She uses ideas from other people without quoting them.
<b>USE OF LANGUAGE</b>	There are not any mistakes in spelling or grammar.	Three or fewer spelling mistakes or punctuation mistakes.	Four spelling or grammar mistakes.	More than four spelling or grammar mistakes.
<b>VIDEOGRAPHY - INTEREST</b>	A lot of different shots, camera angles, sound effects, and an adequate use of zooming providing variety in the video.	Several (3-4) and different shots, camera angles, sound effects and /or an adequate use of zooming providing variety in the video.	One or two different shots, camera angles, sound effects and /or an adequate use of zooming providing variety in the video.	Little effort has been made to provide variety to the video.
<b>VIDEOGRAPHY - CLARITY</b>	The overall quality of the video and the focus were excellent.	Most of the quality of the video and the focus were excellent.	The quality of the video is not very good but the overall focus was excellent.	The quality of the video and the focus are not very good.



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