

**A music festival in town assessment rubric for a promotional video “Your festival showcase”**

ASPECTS	4 EXCELLENT	3 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 video shows great originality. The ideas are creative and witty.	The video shows a certain originality. It shows the use of new ideas and of shrewdness.	The video takes ideas from other people (quoting them), but there is little evidence of original ideas.	The video takes ideas from other people without quoting them.
<b>USE OF ENGLISH</b>	The students use a wide range of vocabulary and there is no repetition. There aren't any grammatical or spelling errors.	The students use quite a wide range of vocabulary and there is not a lot of repetition. There are few grammatical or spelling errors.	The students use some new vocabulary and a few new expressions. There are some grammatical or spelling errors.	The students tend to repeat words all the time. There are serious grammatical errors that prevent the audience from understanding the message.
<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.

