

# VIDEO RUBRIC

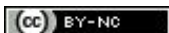
## ANCIENT EGYPT BUSINESS PLAN PROPOSAL

(NAME OF BUSINESS)

| CATEGORY              | 4   | 3  | 2   | 1   |
|-----------------------|---|--|---|---|
| CONTENT               | Project includes all information needed to gain a comfortable understanding of the business chosen and how it utilizes the Nile.                  | Project includes most of the information needed to gain a comfortable understanding of the business chosen and how it utilizes the Nile. | Video does not contain enough content to explain business concept. Connection to Nile is difficult to understand.             | Video does not communicate how this business function or utilizes the Nile.   |
| ACCURACY              | All content throughout the presentation is accurate. There are no factual errors.   | Most of the content is accurate but there is one piece of information that might be inaccurate.  | The content is generally accurate, but one piece of information is clearly flawed or inaccurate.                              | Content is typically confusing or contains more than one factual error. It is difficult to understand the time period that was chosen.          |
| STORYBOARD/<br>SCRIPT | Script was completed prior to filming. It is thorough and matches the video.  | Script was completed prior to filming, but is missing some information.  | Script was outlined prior to filming, but does not match the video.   | Script is incomplete or not completed prior to filming.   |
| ORGANIZATION          | Main idea of video is clear. Events are presented in a logical order, with relevant information that supports the video's main ideas. 6-10 points | Main idea of video is somewhat clear. Information presented is relevant to main idea.  | Main idea of the video is vague. Details are presented in a somewhat logical order, but are not always relevant to the topic. | Main idea of video is not clear. Information is not presented in a logical fashion. Information is presented that is not relevant to the topic. |
| QUALITY               | Footage is shot with good lighting and angles. Picture is in focus and movement is used purposefully. Sound is clear.                             | Footage is shot with adequate lighting. Picture is in focus and movement is mostly smooth. Sound is mostly audible.                      | Footage is shot with adequate lighting. Picture is not always in focus and movement is jerky at times. Sound is audible.      | Footage is shot with inadequate lighting. Picture is out of focus much of the time. Movement is jerky and sound is difficult to hear.           |
| PRODUCTION            | Video is edited. It runs smoothly and any graphics or text reinforce the main ideas of the video.   | Video is edited. The video has much good pace and timing. Graphics and text are used appropriately.                                      | Video is edited. Pace and timing are somewhat uneven. Graphics and text do not fit or detract from the main idea.             | Video is not edited. Graphics and text are not present or detract from the main idea.   |

COMMENTS:

PRESENTED BY - \_\_\_\_\_



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