

Comm 605

Video For Social Media

Rubric Template
Video Projects

May be adapted to specific goals of each project.

Criteria	Excellent (4 -5 pts)	Acceptable (2 – 3pts)	Poor (0 – 1 pts)
Visuals	Steady Camera work, Well composed, Variety of coverage, Good Exposure	Decipherable but may contain shaky camera work, under or over exposed, etc.	Camera movement and composition is sloppy. Exposure is barely decipherable.
Audio	Clear, devoid of background interference or hiss. Music or sound effects are separated from primary audio.	Primary audio is understandable, but there is interference from background noise, electrical hiss, or uneven levels of music.	Audio is inaudible.
Editing	Well-paced, smooth transitions, use of L – cuts and fade outs, where appropriate.	Piece is overall well edited, but requires tweaking to address issues of pacing, transitions, and storytelling.	Cuts are abrupt, audio cuts out, pacing is rushed or lagging.
Format	Delivered in the correct file format and shape for distribution (Facebook, Instagram, Twitter, etc)	File format or shape is left for processing by the online tool.	File is too large for quick uploading and processing. Picture is cut to the wrong shape (areas of black, or video is cropped unnecessarily)
Content	Story is clear and concise. Engaging and inventive.	Dialogue or interview is off target. Story hard to follow.	Lazy and / or unfocused content.
Integration	Obviously fits the online goals set by your social media campaign.		Feels out of place or incongruous with the other projects in your campaign.

Total Possible Points – 30 pts.