

Sample Rubric



A rubric can help you assess the final Frames movie/animation as well as the process along the way. Before students begin, you will also want to share your expectations for completed movies, as well as explain the work to be performed during the film making process.

This sample rubric will provide you with some ideas to get started. You will need to add sections that cover any content knowledge, grammar, and technology use requirements.

<i>Criteria</i>	<i>Novice</i>	<i>Apprentice</i>	<i>Proficient</i>	<i>Distinguished</i>
Video meets its purpose and skillfully answers the question posed.	Subject knowledge is not evident. Video content is confusing and does not address the goal of the movie.	Some subject knowledge is evident. Some information is confusing. Goal of the movie is not clear.	Subject knowledge is evident in much of the video. Information is clear, appropriate, and correct and meets the goal of the video.	Video has gone above and beyond. All information is clear, appropriate and correct. The goal of the video is clearly met. Subject knowledge is evident throughout.
Quality of Design. Is it visually pleasing, original, and creative?	Quality is weak. The ideas in the video do not flow logically. No visual impact. Story is not compelling.	Random presentation of the material in the video with little attention paid to quality.	The video's story demonstrates adequate and clear sequencing of material using creative graphics and video techniques.	The video's story shows superior evidence of continuity. There is a logical intuitive sequence of information.
Storyboarding and Planning	Did not utilize storyboard during process or storyboard is incomplete.	Rudimentary storyboard created. Team referred to storyboard during project building process.	Strong storyboard that demonstrates how sequence of story in the video will meet the goals of the project. Storyboard used as a guideline for video development.	Fully developed storyboard that shows how the video will be sequenced to meet the goals of the project. Storyboard shows ideas organized in coherent pieces. Team used storyboard extensively during film making process goal-setting, organization and task-assignment.