

CONSUMER REPORTS VIDEO RUBRIC

Name: _____

Element	Strong 5	Fair 3-4	Basic/Minimal 0-2
Introduction Pts	Informs on purpose of the video and sets expectations for the viewer	Provides some statement of purpose but doesn't enhance or clarify expectations for viewer	Introduction is missing or inadequate (text only, etc)
Methods Pts	Clearly summarizes the tests that were given and gives viewer an understanding of how results were achieved	Mentions and/or shows tests, but doesn't leave viewer with clear understanding of testing methods	Presentation of methods is missing or only mentions tests, viewer does not know how testing was done
Results & Recommendation Pts	Makes recommendations for different uses and clearly defines reasoning from testing	Video makes recommendations without considering use case and/or doesn't connect to testing results	Makes 1 recommendation and/or only mentions testing
Conclusion Pts	Provides appropriate & professional conclusion for video that is not abrupt, not "thanks for watching"	Conclusion is abrupt but professional/appropriate	Conclusion is missing or inappropriate
Formatting Pts	Video shows care and intent in production and editing - videos are not shaky, audio is clear and consistent, clips are placed with intention, cuts/transitions are not jarring	Use of inserts and pickups adds to presentation. Attempts to have clear audio, video and editing.	Care and intent are absent from video, production and editing are jarring/inconsistent Little to no extra inserts or pickup shots

Notes: