

Digital Citizenship Video Rubric

	Media/Technical Videos include sound and images which represent and convey information.	Content The subject of your video addresses a digital citizenship topic.	Creative/Innovative The presentation is unique, original, and compelling.
5	Images, video, and sound clearly add to the quality of the final product. There are few technical problems, and none of a serious nature.	Meets all criteria of the previous level and one or more of the following: reflects application of critical thinking skills (analysis, synthesis, evaluation); shows notable insight or understanding of the topic.	Students have used media in creative and innovative ways. The final product message is focused, unique, powerful, effective, and compels the audience's attention.
4	With minor exceptions, images, video, and sound contribute rather than detract from the presentation's overall effectiveness.	The project has a clear goal related to a digital citizenship topic. Information included has been compiled from several relevant sources. All sources are cited. The project is useful to an audience beyond the students who created it.	Presentation message is focused. It is attractive and easy-to-follow. Original student work blends existing media in a new and interesting way.
3	There are some technical problems, but the viewer is able to follow the presentation with few difficulties.	The project presents information in an accurate and organized manner that can be understood by the audience.	There is a focus throughout the piece, but it may not present information in a way that consistently keeps an audience's attention.
2	Technical difficulties interfere with the viewer's ability to see, hear, or understand content.	There is an organizational structure, though it may not be carried through consistently. There may be factual errors or inconsistencies, but they are relatively minor.	The project has a focus but may stray from it at times. Creative aspects distract the viewer from the stated purpose of the presentation.
1	Multimedia is absent from the presentation or technical issues make it impossible to fairly judge the entry.	Project seems haphazard, hurried or unfinished. There are significant factual errors or misunderstandings.	The project doesn't have focus.
	Technical score: 0 /5	Content score: 0 /5	Creative score: 0 /5
Total Score:			0 /15