

Name:	Consistently	Mostly	Somewhat	Limited
<b>Video Quality</b> <ul style="list-style-type: none"> <li>• Clear in-focus video</li> <li>• Good lighting</li> <li>• Centered on subject</li> <li>• Camera held horizontally instead of vertically</li> <li>• Not shaky</li> <li>• Published as high quality HD (1280x720)</li> </ul>	20	15	10	5
<b>Audio Features (Must have instruction throughout video)</b> <ul style="list-style-type: none"> <li>• Clear, easy to understand</li> <li>• Good vocabulary (unfamiliar words explained)</li> <li>• Few pauses/hesitations, “ums”.</li> <li>• Even rate of speech. (well rehearsed)</li> <li>• Time lapsed audio is muted</li> </ul>	20	15	10	5
<b>Volume</b> <ul style="list-style-type: none"> <li>• Good volume levels allow the listener to easily understand audio.</li> <li>• Volume level is constant throughout video (doesn't jump loud to soft)</li> </ul>	Easily Audible 10	Some issues 5	Can't hear 3	
<b>Video Flow &amp; Speed</b> <ul style="list-style-type: none"> <li>• Transitions and cuts are smooth</li> <li>• Video is in logical order (chronological)</li> <li>• Video is concise and succinct (no long wait times or too fast)</li> </ul>	20	15	10	5
Video clearly illustrates concept/lesson technique. Video includes all necessary steps and ingredients/tools and is required length (2.5-4 minutes)	20	15	10	5
Video includes at least two text frames that are visually attractive and proof-checked. Text appears long enough to easily read and stands out from background video.	10		5	
<b>Score</b>				