

Music Video Rubric

	Demonstrated a very high understanding of concepts and exceeded expectations	Demonstrated a high understanding of concepts and met expectations	Demonstrated considerable understanding of concepts, nearing expectations	Demonstrated limited understanding of concepts and ideas	Not completed
Video Synopsis					
The synopsis is detailed and is at least 1 page	5	4	3	2	0
It has a beginning, a middle and it gives away the ending	5	4	3	2	0
Includes a well thought out target audience and character description	5	4	3	2	0
Sub-total:	/15				
Scheduling					
A detailed schedule and ability to stick to the set schedule	10	8	6	4	0
Sub-total:	/10				
Storyboard					
The storyboard format is followed, video frame accurately depicts good composition	5	4	3	2	0
Video action content is described clearly and consistently	5	4	3	2	0
Effort and professionalism evident, at least 10 frames in length	10	8	6	4	0
Sub-total:	/20				
Footage Taped for Video					
Contains a variety of well thought out camera angles/Camera Shots	10	8	6	4	0
Shots have lighting and camera stability that are appealing	10	8	6	4	0
Professionalism	10	8	6	4	0
Use of Costumes/props/unique locations	5	4	3	2	0
Sub-total:	/35				
Sound and Audio Editing Techniques					
Edited to eliminate unwanted footage	10	8	6	4	0
Synced singing and or instruments with the music being played effectively	15	12	9	6	0
Well thought out cuts, editing to the beat using a good knowledge of FCP X	10	8	6	4	0
Video Credits at the beginning and end of the video are contained	5	4	3	2	0
Sub-total:	40				
TOTAL:	/120				