

Authoring With Video: Assessment Rubric

Student Name: _____

	3	2	1
The following items are used to evaluate the text only.			
Introduction	Introduction makes the reader want to continue reading.	Introduction is clear but could engage the reader more.	Introduction is simple or factual and does not encourage the reader to read on.
Purpose & Supporting Details	The text compares and contrasts items clearly, points to specific examples to illustrate the comparison, and includes only information relevant to the comparison.	The text compares and contrasts items clearly, but the supporting information is general. The paper includes only information relevant to the comparison.	The text does not compare and contrast items clearly and lacks supporting information. The paper includes information not relevant to the comparison.
Organization	The text uses the point-by-point structure. It follows a consistent order.	The text uses the point-by-point structure but does not follow a consistent order when discussing the comparison.	The text uses the point-by-point structure, but some information is in the wrong section. Some details are not in a logical or expected order, and this distracts the reader.
Transitions	The text moves smoothly from one idea to the next, uses transition words to show relationships between ideas, and uses a variety of sentence structures and vocabulary.	The text moves from one idea to the next, but there is little variety. The text uses transition words to show relationships between ideas.	Some transitions in the text work well but connections between other ideas are fuzzy.
Grammar & Spelling	The text has no errors in grammar or spelling.	The text has a few errors in grammar or spelling.	Poor grammar and spelling distract the reader from the content.
The following items are used to evaluate the completed captioned video.			
Text & Visual Images	The text and images are clearly related so that one provides detail or examples for the other and vice versa. The captioned film has a stronger impact and is more effective than the text alone.	The text and visual images are related but do not seem to work in harmony.	The text mainly describes what is seen in the film.
Timing	Captions are visible long enough for reader to completely read them.	Most captions are on the screen long enough to be easily read.	Captions do not appear long enough for most readers to completely read them.