

Criteria Weight	Rubric Criteria	4	3	2	1	0	Student Evaluation
		Exemplary 100%	Proficient 85%	Basic 75%	Beginning 65%	Unacceptable 40%	
20.00%	Content	Meets all criteria listed in the directions. *Introduction *Definition *Rationale - Why (Consequences) *Statistics (Min. 1) *3 Facts /Details / How To *Conclusion *Bibliography	Meets most criteria listed in the directions. *Introduction *Definition *Rationale - Why (Consequences) *Statistics (Min. 1) *3 Facts /Details / How To *Conclusion *Bibliography	Meets *some* criteria listed in the directions. *Introduction *Definition *Rationale - Why (Consequences) *Statistics (Min. 1) *3 Facts /Details / How To *Conclusion *Bibliography	Meets *few* criteria listed in the directions. *Introduction *Definition *Rationale - Why (Consequences) *Statistics (Min. 1) *3 Facts /Details / How To *Conclusion *Bibliography	Meets *no* criteria listed in the directions. *Introduction *Definition *Rationale - Why (Consequences) *Statistics (Min. 1) *3 Facts /Details / How To *Conclusion *Bibliography	
20.00%	Persuasiveness	Many persuasive arguments with supporting information and statistics.	Many persuasive arguments with supporting information but no statistics.	Some persuasive arguments with supporting information.	Few persuasive arguments or supporting information.	Not persuasive. No supporting information.	
10.00%	Originality	Creative, unique. Went well beyond the basics in the application(s) chosen.	Fairly creative, original. Tried to use various options in the application(s) chosen.	Some creative elements present. Used some options in the application(s) chosen.	Few creative elements present. Used few options in the application(s) chosen.	Used only the most basic default options in the application(s) chosen. Not creative.	
10.00%	Voice Over	Speakers voice is clear and steady. All voice information presented expands and explains the material that is visually present.	Speakers voice is clear with some errors or unwanted pauses. Voice information usually adds to the visual information present.	Speakers voice is sometimes difficult to understand. Voice information is occasionally read verbatim from the visuals.	Speakers voice is difficult to understand. Voice information is merely read verbatim from the visuals.	No voice over or a completely inappropriate audio addition to the presentation.	
20.00%	Sources Cited	All sources passed the CRAP test and were cited in correct MLA format.	All sources passed CRAP test and most were cited in correct MLA format.	Some sources did not pass CRAP test and/or were not cited in correct MLA format.	Most sources did not pass CRAP test and/or were not cited in correct MLA format.	All sources did not pass CRAP test and/or were not cited in correct MLA format.	
20.00%	Overall Effort & Effectiveness	Viewer is engaged and entertained by a video that took a lot of effort to produce. Fully incorporates your rationale throughout the entire presentation.	Viewer is mostly engaged and entertained by a video that took an average amount of effort to produce. Incorporates your rationale throughout the majority of the presentation.	Viewer is sometimes engaged by a video that took some effort to put together. Incorporates your rationale in some parts of the presentation.	Viewer is rarely engaged by a video that was hastily put together. Your rationale is hard to distinguish in the presentation.	View is not engaged or entertained by a video that shows little or no effort was put into producing it. There is no rationale shown in the presentation.	